


# LISTEN

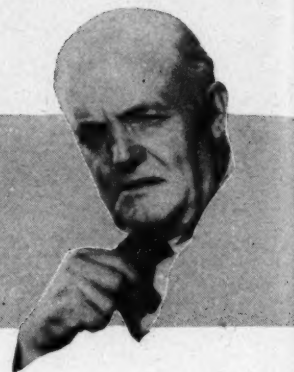
A  
JOURNAL  
OF  
BETTER  
LIVING



**LUTHER W. YOUNGDAHL**

GOVERNOR OF MINNESOTA

# DO YOU KNOW?



In 1833 our United States Congress formed a temperance society of its own which in 1842 became known as the Congressional Total Abstinence Society. As early as 1836, total abstinence societies showed a membership of seven million in the United States of America, three million in England and Scotland, and a million in Ireland.

• • •

The estimated net revenue from liquor advertisements received by *Life*, *Time*, and *Fortune* magazines in 1948 was approximately \$12,700,000, according to the report of the Martin Committee on Liquor Advertising.

The committee listed *Life's* liquor advertisements at 416 pages plus, with estimated gross revenue of approximately \$10,000,000 and net revenue of \$9,500,000. *Time's* liquor advertisements totaled 384 pages, with estimated gross revenue of \$3,000,000 and net revenue of \$2,850,000. *Fortune's* liquor advertisements totaled 97 pages, with estimated gross revenue of \$370,000 and net revenue of \$350,000.

The Colorado state senate by a vote of 22 to 9 has declared beer still intoxicating.

• • •

United States beer production for the fiscal year ending June 30, 1948, was the highest on record, a total of 91,291,219 barrels. This represents nearly a 4 per cent increase over the 1947 production record of 87,856,902 barrels.

• • •

Drunken driving convictions were up 32 per cent in New Jersey the first two months of 1949 as compared with the same period of 1948, according to the report of Director Magee. Seventy persons were killed in New Jersey last year in traffic accidents that resulted from intoxication.

• • •

An Ottawa, Canada, hotel owner was forced to abandon his plans to erect a beer tavern when confronted by an all-out opposition from the leading churches of the city. Pastors rallied their congregations and publicized their strong opposition, and by their united efforts they frustrated this attempt to increase the liquor outlets in their own community.

The recent death of a student in a house-to-house drinking party at a large Eastern college brought the attitude of college administrators with reference to drink to a head. The fraternities involved had to take the rap when the student died. The president of one of the largest intercollegiate social fraternities however blames much of the excessive drinking and moral laxity revealed on scattered college campuses upon irresolute college administrators "who condone such conditions."

• • •

The first beer sale license the city of Miami, Florida, has ever issued to a church was granted the St. Mary's Catholic Church festival committee for a refreshment stand at annual church festivals where hot dogs and Hamburgers are sold.

• • •

Governor Dewey has approved a bill permitting New York state retail liquor stores to sell up to fifteen gallons of spirits at one time. The previous maximum was three gallons.

• • •

Gathering in their first national convention, representatives of the four million vegetarians in the United States spent the week of August 21-27 on the beautiful 400-acre Ayres Estate at Lake Geneva, Wisconsin, organizing themselves on a national basis and laying plans to convince their fellow Americans of the advantages of the vegetarian diet over flesh foods.

• • •

Harry J. Anslinger, narcotic commissioner, reports 3,895 narcotic and marijuana arrests in the United States in 1948. This represents an alarming increase over the 2,827 arrests in 1947. The amount of marijuana seized was about double that of the previous year. In addition, 25,000 marijuana cigarettes were taken from individual peddlers.



## REPEAL'S MOONSHINE STILLS

Early in 1949, illicit still seizures were running about 25 per cent higher than last year, and the daily production capacity was found to be approximately 37 per cent higher than in 1947.

In fifteen years of repeal the alcohol tax unit has seized 150,000 illegal stills, arrested 281,372 persons from June 1, 1934, to February 28, 1949. These seizures have netted 4,000,000 gallons of distilled spirits and 100,000,000 gallons of mash, 39,621 automobiles, 5,461 trucks, and more than \$37,000,000 worth of property.

It would require a small army to capture all the violators in the three thousand counties of the nation. During the fiscal year ending June 30, 1948, 6,757 illicit stills were seized, an increase of 700 stills over the 6,053 seized in 1947.

Since repeal, thirty-one alcohol tax unit agents have met death in the course of the carrying out of their duty, more than 525 have been injured, and

258 have been assaulted by liquor-law violators.

The "Foundation Says" estimates that there are a minimum of some 93,000 more retail liquor dealers holding Federal Government tax stamps than are listed in state and local records as legally licensed places.

A comparative study of Government and state figures reveals that some of the wettest sections of the country report the largest differences between the number of state licensed liquor places and the number holding the Federal retail liquor stamps.

In wet California, for example, there are apparently 22,464 more holders of the Federal retail liquor dealer tax stamp than there are state retail licenses. The District of Columbia shows a difference of 1,125; Colorado, 1,379; Oregon, 1,779; and the State of New York, 4,639.

Apparently there is plenty of moonshine in the wet states.

## COMING NEXT ISSUE

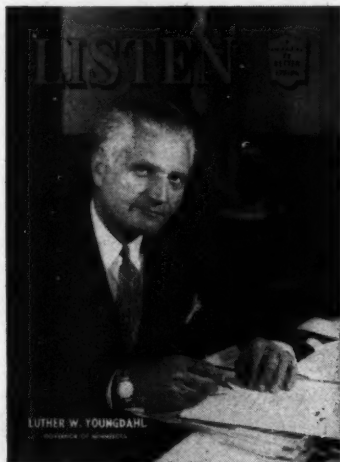
The distinguished Senator Robert S. Kerr of Oklahoma writes our lead article for the first *Listen* of 1950. His subject, "America and the New World."

You will not want to miss the initial installment of "The Scar," by Charles H. Holding, a thrilling story of a young boy whose surgeon father prides himself on his ability to "carry his drinks." This serial is a fast-moving tale of the battle of life, of defeat and victory, of shame and honor, of a mother's intrepid spirit, a young bride's stand, and a lad who became a legislator with a real crusade.

Other features in the next *Listen* include the picture story of "Alcoholism in Medieval Times," and "An Industrialist Discusses Citizenship and Alcohol," by W. C. Coleman.

## OUR COVER

Minnesota's progressive and dynamic government centers in Governor Youngdahl's office. Here Photographer Evans of Three Lions studio has taken our exclusive cover picture through the courtesy of a statesman who at every opportunity speaks out on behalf of the principles of better living.



*LISTEN*, published quarterly, is the voice of the AMERICAN TEMPERANCE SOCIETY—J. L. McElhany, president; W. A. Scharffenberg, vice-president and executive secretary; C. S. Longacre, J. A. Buckwalter, associate secretaries; W. E. Nelson, treasurer; H. H. Cobban, assistant treasurer. Membership in the Society is open to all who are interested in its objectives. Junior membership, \$.25; regular membership, \$1.00 (Canada, \$1.25; other countries, \$1.50); contributing membership, \$5.00; sustaining membership, \$10.00; life membership, \$100.00. Yearly subscription, \$1.00. Single copy, \$.25. All but junior members will receive *LISTEN* included in their membership fee.

# LISTEN

## A JOURNAL OF BETTER LIVING

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VOL. 2, NO. 4

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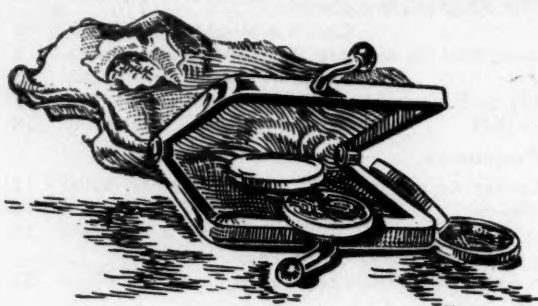
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# The American Pocketbook

Most American pocketbooks are fairly well lined when compared with the little-change purses of other lands. Comprising about 6 per cent of the world's population, Americans annually receive nearly half the world's total income. Hence we are confronted with the intriguing question: How does 6 per cent of the world's population spend nearly 50 per cent of earth's wealth?

The vast complicated economic and industrial problems of the world are beyond the scope of this brief editorial. There are a few items of individual purchases, however, which might call for a bit of rebudgeting. For example, 144,000,000 Americans are currently spending more than \$300 apiece in the per capita distribution of the cost of alcohol, tobacco, crime, gambling, and com-



mercialized vice. This total is more than double the combined meat, milk, bread, and soft-drink bills of the nation.

Take the 1947 item of the \$9,640,000,000 purchase price of alcoholic beverages. This is an amount almost equal to the total expenditures of the United States Government for the 92-year period from 1789 to 1881 and compares favorably with the aggregate world production of gold and silver for the 375-year period beginning with the year after Columbus discovered America. In 1947, alcohol purchases cost us three billion dollars more than our combined investment in education and religion and over three billion more than the cost of the total medical care of American families and some \$2,200,000,000 in excess of our total recreational costs. Our average per capita expenditures for alcoholic beverages exceeded our per capita savings by approximately \$6.

If we add to the purchase price of liquor what we are expending for special medical care and jail maintenance required by alcoholics, plus the loss to industry from absenteeism, reduced production, and lost purchasing power; and the additional heavy financial drain on society caused

by liquor-bred crime; drink-caused juvenile delinquency, divorce, insanity, death payments, and accident costs; and the welfare and charity expenditures required to alleviate human misery due to drink, we have a total figure well in excess of twenty billion dollars. This constitutes a major drain on the financial equilibrium of America.

Moreover our national expenditures reveal our spiritual anemia in placing God on the financial level with soft drinks. Since the purse is an index of the heart, this is a rather disturbing estimate of how much value this Christian nation, the world's richest, places upon God. Financially speaking, we squander about forty times as much in harmful and sinful practices as we invest in the support of our religious institutions.

Right here is America's greatest problem. God, who is our greatest necessity and our only assurance of peace and happiness, we treat as an incidental financial expenditure.

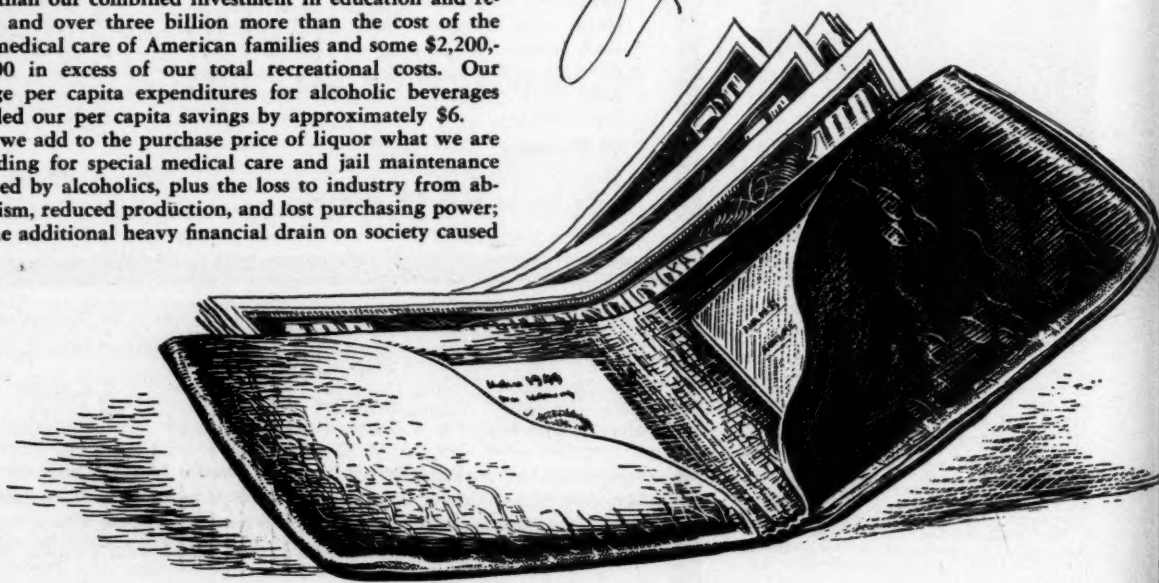
There is something wrong with our moral philosophy when we spend nearly \$10 for liquor for every \$1 we invest for God, and burn up four times more in tobacco than we give for the advancement of our churches.

From the figures it is clear that God also has to take second place to jewelry and motion pictures.

In a world such as ours, struggling to survive in this, its last chance of survival, we need to carefully weigh values. It is high time that we who put God fourteenth in our list of major expenditures for personal needs, stop and take stock of our dwindling spiritual resources.

Spiritual bankruptcy in an age of plenty is the precursor of national disaster. Maybe we need to rebudget the contents of our pocketbooks.

*J. H. Buckwalter*





ROBERTS



THREE LIONS

# Youth Conservation AND THE DRINKING PROBLEM

## LUTHER W. YOUNGDAHL

Governor of the State of Minnesota

AS I write these words I am preparing to meet with the State Board of Pardons. Soon the other two members and I shall be listening to the tearful pleas of parents and friends of these prisoners, as well as the arguments of their lawyers.

I am wondering to myself how many times we shall again hear those old familiar words, "He's not a bad fellow, but I guess he couldn't leave liquor alone;" or, "He had been drinking and didn't know what he was doing."

It is difficult to accurately estimate the number of crimes caused by inebriety, but certainly it does cause many and is a contributing factor in an even larger number.

Crime is but one phase of the

drinking problem. Whether we like to admit it or not, drinking has become a serious national problem which is taking a terrific toll of our human and economic resources. John Q. Public would be amazed to learn all that alcoholism today is costing America.

Death rides with many a driver on our highways and streets. Did you ever see a bad wreck late at night and listen to the drooling of the driver trying to tell how it happened, when one whiff of his breath explained everything? If so, you know what I mean.

Perhaps the greatest loss of all comes from broken homes. Dr. E. M. Jellinek, director of the Alcohol Studies at Yale, points out: "The conduct of the inebriate impairs his

Governor Youngdahl has always shown a keen interest in youth problems. For ten years he was a member of the board of directors of the Big Brothers. He has served on the Boy Scout Court of Honor and various Y.M.C.A. boards and for a number of years acted as president of his local Parent-Teacher association. His interest in youth led to the creation of the Youth Conservation Commission to ascertain the causes of delinquency and provide adequate and specialized treatment for youthful offenders.

activities in all spheres of life, and the most deplorable consequence of his behavior is seen in broken homes."

We must give our children the facts on the evils that accompany drinking which make it so serious a threat to happy and worth-while living.

### Youth Conservation Commission

In Minnesota we set up a Youth Conservation Commission in 1947. The basic principles underlying this total program for the prevention of

## THE SEVEN BASIC NEEDS OF CHILDREN AND YOUTH

Minnesota Youth  
State Conference Program  
Guide

- ★ Consistent and firm support from the home, supplemented by school, church, and other institutions to build healthy, interpersonal relationships through which security, love, and acceptance may be achieved.
- ★ Opportunity to assume increasing responsibility commensurate with age and ability which will result in the satisfaction of achievement.
- ★ Opportunity to develop skills of living which will lead to more adequate adjustment to a changing world.
- ★ Adequate provision for all essentials to physical health.
- ★ Equal educational opportunities consistent with native endowment and interest.
- ★ Active participation in community living through constructive work and play.
- ★ Encouragement toward a rich and meaningful spiritual life.

delinquency are well set forth in subdivision 1 of the law:

"The purpose of this Act is to protect society more effectively by providing a program looking toward the prevention of delinquency and crime by educating the youth of the state against crime and by substituting for retributive punishment, methods of training and treatment directed toward the correction and rehabilitation of young persons found delinquent or guilty of crime."

Therefore our Youth Conservation Commission is vitally interested in the drinking problem. Certainly the effect of liquor upon persons who are immature physically, mentally, and emotionally is doubly dangerous and must be met in any program of youth conservation. Our commission recognizes that by exerting the proper influence on youth it can do much to help prevent the addition of more wretched people to the ranks of alco-

holics in later years, for the findings of the Yale School of Alcohol Studies show that *two thirds of the alcoholics began their drinking habits during high-school age.*

In the first year of operation the commission has had committed to it by the courts 545 delinquent children and convicted offenders under twenty-one years of age. The commission's emphasis is on diagnosis and treatment, rather than on punishment.

The commission has the task of rehabilitating boys like seventeen-year-old Joe, who was committed on assault, second degree. He might easily have killed his victim, who suffered a severe skull fracture and was unconscious for ten days. Joe said it was not a deliberate attack. He had consumed six to eight drinks during the evening and had become belligerent and moody. Earlier in the evening he had indulged in several heated arguments. He had picked a fight with two boys about his own age. He stated that, when the victim attempted to stop the fight by holding his arm, he thought him to be another opponent in the fight and so he hit him.

Joe, after being delivered to the Youth Conservation Commission reception center, admitted to the psychiatric social worker that he was completely confused regarding the things that had occurred during the evening of the fight. A further investigation found that he came from a fine family and had, up until a few months prior to this episode, made a good adjustment and was well thought of by the people in his home community.

This boy had had only a few drinks in his life. He was getting started. His case is typical of the early drinking experience of many a person who winds up finally as an alcoholic. Will the Youth Conservation Commission be able to steer him away from the use of liquor and the danger of more incidents like this one which could so easily have brought death to his victim in the brawl? It is too early to say, but I believe that the scientific approach of the commission does offer great possibilities for the successful rehabilitation of Joe and other boys like him.

The second phase of the Youth Conservation program is that of

prevention. The commission is endeavoring to give leadership to the communities of the state in meeting the needs of their youth. By improving and co-ordinating its services to youth, the commission seeks to provide a wholesome substitute for the delinquent pattern, which includes drinking.

In its short period of operation it has helped to establish thirty-six local youth commissions or co-ordinating councils and is steadily expanding its work to bring other communities under the plan.

The purpose of the local youth commission is to act as a co-ordinating council in the planning, development, and execution of welfare, recreational, educational, religious, and health activities, and all other constructive community programs of benefit to youth.

### State Conference on Youth

To further develop these efforts on behalf of our children, I called together last October the State Conference on Youth, the first of its kind in the history of Minnesota. At my request, the Delinquency Prevention Division of the Youth Conservation Commission served as the conference secretariat.

The conference, as expressed in its resolutions and recommendations, sought to provide a basis for the coordination and extension of activities by all child-serving and youth-serving organizations. More than one thousand delegates from all parts of the state were in attendance.

As the guide for our youth programs in Minnesota the conference set forth what it considered to be "The Seven Basic Needs of Children and Youth."

These seven basic needs outline our objective as we strive to develop a better program for the youth of the state. It goes without saying that if we can succeed in meeting these needs we shall be able to overcome the drinking problem and its threat to youth. Such efforts can provide a superior wholesome substitute for the inferior cocktail-sipping atmosphere of youth-blighting amusements.

Our most important need is adults who are willing to set our children and youth a good example in the development of a sound philosophy of life.

(Turn to page 22)



**A TEST PILOT** who was in the money at the last Cleveland air races was asked whether he thought alcohol had anything to do with air line crashes. "A whole lot!" he replied. "Hostesses will tell you. You find out at bull sessions. I know of a case where both pilots were plastered at five o'clock and flying at ten o'clock. Some pilots say they fly better with a couple of shots. Yes, for a while, maybe; but what about the big letdown five hours out? Too much alcohol makes it hard to concentrate when you are on instruments. Coming in on instruments under a low ceiling, I know how many times I was lucky and how many times it was close. Can't go on that way forever, particularly with a hangover. Do I think that pilots worry? Yes, but only in their spare time. When they are busy they don't have time to worry. What causes crashes? Pilot error! And some fall asleep." This brings us directly to the effect, if any, of varying degrees of alcoholism on the air line accident rate.

In the case of the two pilots recently involved in a fatal air line accident who were accused of being

drunk, the air line stated that competent supervision was present on the field when they took off and that the pilots were not intoxicated. How did competent supervision know? Chemical tests of the material gathered at autopsies showed enough alcohol present in the airmen's bodies to have been intoxicating. A chemist testified that the alcohol found in the tissues of the dead pilots could have come from a tank of alcohol which burst near them at the time of the accident. The coronor's jury in the case recommended that the Civil Aeronautics Administration require pilots to be tested for drunkenness.

More than tests for actual drunkenness will be required if any adverse effects of even small degrees of chronic or periodic alcoholism in commercial air line pilots is to be eliminated. Alcoholism is definitely on the increase in the United States. It is estimated that there are 700,000 cases, more cases of alcoholism in this country than there are cases of tuberculosis. Its development is insidious.

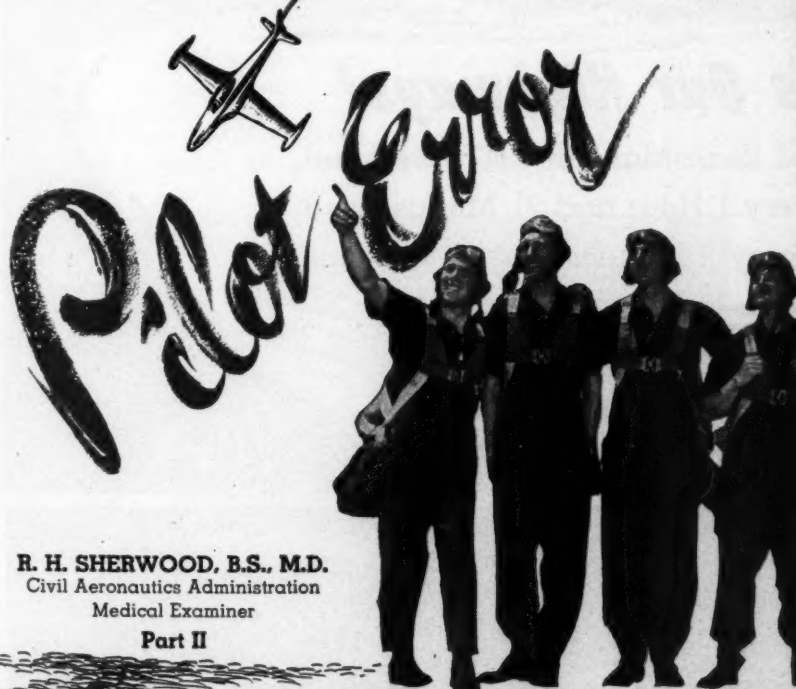
Most persons think of alcoholism as a condition in which the sufferer is found unconscious under a table with an empty bottle in his hand. Few realize the slowing down and

deteriorating effects of small doses of alcohol over long periods in individuals allergic to alcohol.

Since Yale University put a silk hat on John Barleycorn, and various official utterances in the press make it clear that everyone but the drinker is responsible for the ill effects of toxic doses of the chemical, sneak drinkers feel that they have the green light, and that it is up to society, not to themselves, to cure the illness. The new concept of alcoholism as a sickness, rather than a bad habit, arms the alcoholically inclined with fresh alibis and strong academic backing in some of our most venerated halls of learning. With college professors backing up the line for the rationalizers, it is small wonder that a discussion of alcohol and flying usually involves the whole philosophy of drinking.

### Pilots' Opinions

Inquiry among experienced fliers elicits a great variety of opinions on the effect of alcohol on a pilot's flying ability. The (Turn to page 16)



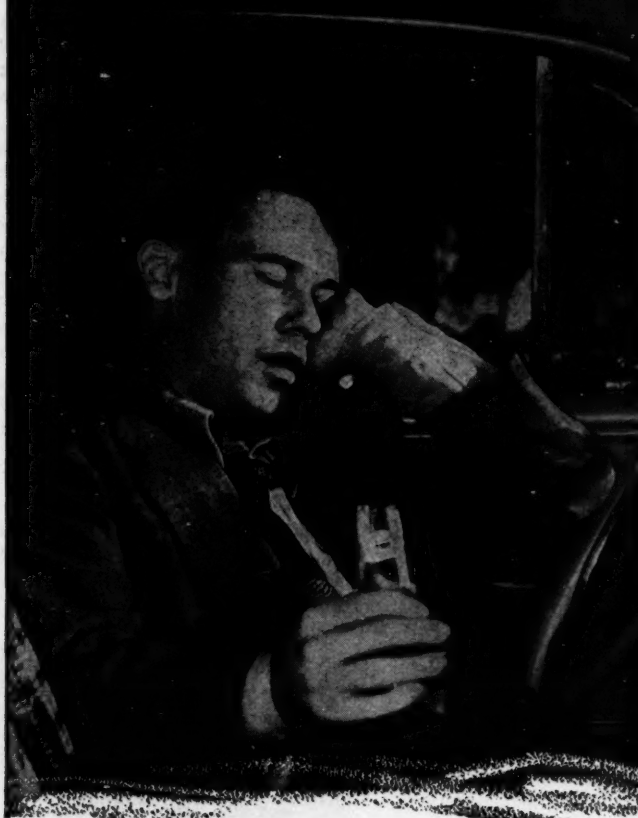
**R. H. SHERWOOD, B.S., M.D.**  
Civil Aeronautics Administration  
Medical Examiner

Part II

### AIR SAFETY REGULATION

"43.406. Use of liquor, narcotics, and drugs. No person shall pilot an aircraft or serve as a member of the crew while under the influence of intoxicating liquor or use any drug which affects his faculties in any manner contrary to safety. A pilot shall not permit any person to be carried in the aircraft who is obviously under the influence of intoxicating liquor or drugs, except a medical patient under proper care or in case of emergency.

"The conduct of all ground personnel is controlled by individual company rules, regulations, and policies, which generally prohibit the use of alcohol."



## ***Death Rides Our Highways!***

Drinking Drivers and Pedestrians in 1947 Averaged  
A Traffic Fatality Every 1 Hour and 21 Minutes and  
A Nonfatal Injury Every 2 Minutes and 22 Seconds





## LOU E. HOLLAND

Senior Vice-President  
American Automobile Association  
and Chairman A. A. A. Traffic Safety Committee

THE "undertaker's cocktail" and the "county jail highball" are brewed by the mixing of alcohol and gasoline. Driving while under the influence of an intoxicant is tremendously more hazardous than the American public realizes. A driver need not be drunk, in the common sense of the term, in order to be dangerous; he is a menace whenever he is sufficiently under the influence to have his ability measurably impaired.

A survey made by the American Automobile Association last year revealed that there are twenty-nine states in the Union in which the driver and occupants of motor vehicles may legally obtain intoxicants from the same establishments that sell them gasoline. Counts in two Middle Western states disclosed that the operators of at least 668 establish-

ments selling gasoline have licenses to sell intoxicants. It is estimated that there are now about 10,000 liquor gas stations selling the "undertaker's cocktail." In addition, gasoline stations are oftentimes outlets in areas where hard liquor is prohibited by law.

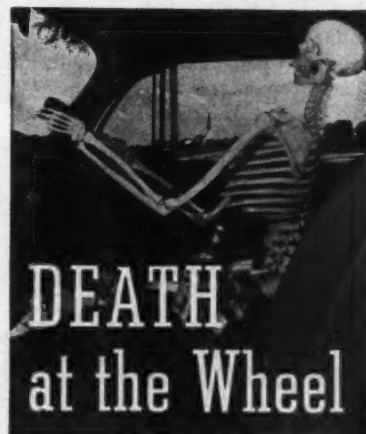
With these facts before us there can be no question as to the timeliness or the urgency of the resolution adopted by the American Automobile Association's forty-fifth annual meeting in November, 1948, condemning the sale of intoxicants at gasoline stations. It is shocking to learn that in almost half the states some gasoline stations dispense hard liquor as well as gasoline and oil.

It has been stated that one out of every five drivers involved in a fatal accident in a recent year had been drinking and that a person who had

been drinking is fifty-five times more likely to have an accident involving personal injury or fatality than is a sober driver.

Traffic officials who have kept an accurate record in their territories find the actual figures much higher than the reported ones. For example, one traffic sergeant says: "We have kept an accurate record; 55 per cent of the fatalities in our territory are attributed to liquor." There is an understandable hesitancy on the part of medical men, coroners, and the police to testify that individuals involved in vehicular accidents had been drinking, were under the influence, or drunk. Such testimonies could involve insurance and court

(Turn to page 16)



ROBERTS

One out of every ten persons in the United States, approximately 15,000,000, is annually involved in some way in traffic accidents.

	Annual Average	1948
Deaths	32,000	32,200
Permanently crippled	100,000	
Injured	1,000,000	1,471,000

2,700 meet death or injury every day in the year.

112 new traffic casualties are added every hour.

2 persons suffer death or injury every minute.

### Loss

The \$2,500,000,000 estimated material loss does not tell the whole story of this tragedy more deadly than war. The cost in suffering, sorrow, and heartache cannot be told. THE GREATEST SINGLE PREVENTABLE CAUSE OF TRAFFIC ACCIDENTS IS THAT OF DRINKING INTOXICATING BEVERAGES. BEER, WINE, AND WHISKY TAKE A HEALTHY TOLL ANNUALLY.

Figures from American Automobile Association.



INTERNATIONAL

Lou E. Holland, chairman of the A.A.A. Safety Committee, makes an award to Gregory Maronick of Michigan, who saved a five-year-old from death in a traffic accident.



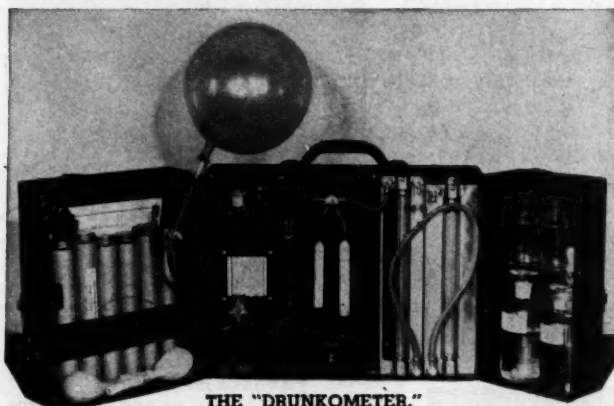
# Chemical Tests for

## Alcoholic Intoxication

CLARENCE MUEHLBERGER, Ph.D.

IN a world which is rapidly becoming smaller and more complex, citizens are required to demonstrate an ever-increasing concern for their mutual welfare if chaos is not to ensue. Doubtless many of you can recall the day when the making of a forty-mile journey over country roads, even with a good team of horses, was a day's undertaking. Now, a half-century later, the same distance could be covered in 400 seconds, by a jet-propelled plane. No small part of the unrest and uncertainty of our day stems from man's failure to keep pace socially with his rapidly developing physical world.

Condensed and reprinted through courtesy of Stephenson Corporation, from *American Practitioner*.



THE "DRUNKOMETER."

officially known as the Harger Breath Test for Alcohol, is a simple portable apparatus for the measurement of intoxication by analysis of the breath. It was developed after years of research by Dr. R. N. Harger, professor of Biochemistry and Toxicology, Indiana University School of Medicine. Photo from Stephenson Corporation.

### HOW IT WORKS

For the preliminary test the breath of the suspect is collected in a balloon and passed through a purple fluid (potassium permanganate and sulphuric acid) to see if it changes color. The breath of a nondrinking person will cause no change. If alcohol is present in the sample, the solution will change from purple to amber. If the purple color disappears, the amount of breath required to accomplish this indicates the approximate accumulation of alcohol in the blood and tells you whether to proceed with the quantitative test. This consists of weighing a tube (filled with ascarite) through which breath has been passed. Thus in four or five minutes you know whether the person has been drinking and have an accurate determination of the amount of alcohol in his blood. It has been found that 2,000 c.c. of alveolar air contains exactly the same amount of alcohol as 1 c.c. of blood. Thus the findings can be expressed in blood concentration. This eliminates all guesswork and provides scientific proof of innocence or guilt.

National organizations approving the use of the Drunkometer include the Judicial Administration of the American Bar Association, the American Medical Association, the International Association of Chiefs of Police, and the National Safety Council.

In the days of our grandparents if John Citizen hitched up the team, drove to the town tavern, and imbibed too freely, no great danger resulted. He was assisted to his buggy, the horses headed in a homeward direction, and he awakened later, safe in his own farmyard.

Today it is much different. In the interest of justice it frequently is of the utmost importance to determine as accurately as possible the extent to which alcohol was responsible for a person's impairment of function.

The ability to walk a chalk line certainly is a poor quantitative index of a person's condition of sobriety or intoxication. Thus, if compelled to rely solely upon his observations and physical findings, even the most highly skilled physician might well be in a quandary as to the diagnosis of acute alcoholic intoxication.

Fortunately medical science has provided excellent reliable objective technics which can remove the diagnostic uncertainty of the purely physical observations. These tests, based upon the concentration of alcohol which is circulating in the body of the subject, involve the chemical analysis of blood, urine, saliva, or breath.

Since alcohol exerts its primary effect in depressing nerve activity, one would expect that the degree of nerve depression would be more or less proportional to the concentration of alcohol which is being carried to these nerve centers, or, in other words, to the alcohol concentration of the blood. Many independent researches by experimental psychologists, physiologists, and pharmacologists have shown this to be true. Therefore if we know the concentration of alcohol circulating in a person's body, we have a reliable quantitative index of the extent to which he is "under the influence."

Within a reasonable degree of variation, which I would estimate to be between a plus or minus 10 to 15 per cent, all men are equally intoxicated when they have equal concentrations of alcohol circulating in their bodies.

The same blood which carries alcohol to nerve tissue to produce intoxication also passes to the kidneys, lungs, and salivary glands, where small but proportional amounts of alcohol are secreted into the urine, breath, or saliva. (Turn to page 22)

Los Angeles police conduct Drunkometer test.



# WHY ALCOHOL CAUSES ACCIDENTS

WITH ALCOHOL



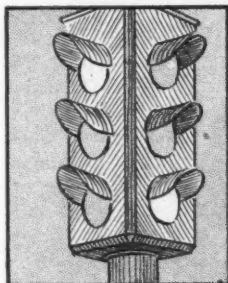
WITHOUT ALCOHOL



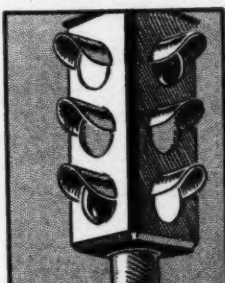
**Alcohol Causes Blurred or Double Vision.**

**Alcohol Tends to Color Blindness.**

WITH ALCOHOL



WITHOUT ALCOHOL



**7 to 1 RISK WITH .07% TO .15%**

**3 to 1 RISK WITH BELOW .07%**

**1 RISK WITH NO ALCOHOL**

That additional split second may mean the difference between safety and disaster.

**DRIVER'S RISK**

WITH ALCOHOL IN BLOOD

**ALCOHOL RETARDS REACTION SPEED**

**Auto at 35-Mile Speed  
EMERGENCY**

**20 ft.  
NORMAL REACTION**

**25 ft.  
REACTION AFTER DRINKING**

**30 ft.**



FOURTH QUARTER

Page 11

OUR NO. 1  
TRAFFIC BANDIT

ALCOHOLIC  
ALBERT

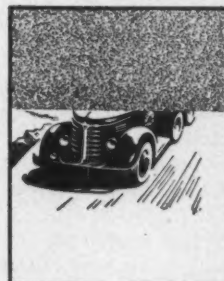
**55 to 1**

**RISK WITH .15% OR MORE**

WITHOUT ALCOHOL



WITH ALCOHOL

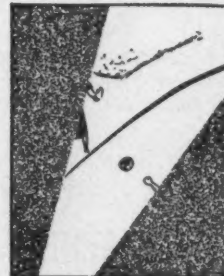


**Alcohol Shortens the Range of Sight.**  
(Doubly Dangerous to the Nearsighted.)

WITHOUT ALCOHOL



WITH ALCOHOL



**Alcohol Narrows Vision Range.**

**D**URING the ten years I have been coroner of Cuyahoga County, Ohio, which includes all of metropolitan Cleveland, I have investigated officially 22,880 deaths from violence and other causes and, therefore, have had ample opportunity to observe and study the part alcohol plays in such deaths.

My investigations, of course, do not include those who are permanently disabled and disfigured as a result of accidents, hence I leave to others comment regarding the economic and sociological aspects of the accident problem. Nor in this brief discussion shall I be greatly concerned about the chronic alcoholic and what makes him that way. I recognize that chronic alcoholism is a grave national health problem, but my study and experience convince me that the so-called moderate drinker is a graver problem—at least as far as accidents are concerned.

Our experience in this office, as well as that of others, has proved that, exclusive of pedestrians, it is not the pathological chronic alcoholic who causes or is involved in the greatest number of accidents. Undoubtedly it is the man or woman who has had only a few drinks

# MODERATE DRINKING and the MORGUE

**SAMUEL R. GERBER, M.D.**

Coroner Cuyahoga County,  
Cleveland, Ohio

who creates the most accidents. He assures everyone, including himself, that he is not drunk, and with increased self-confidence, forsakes caution. Such a person, "under the influence of alcohol," has a slower reaction time. Evidence demonstrates that when he is at the wheel of a car, his foot is heavier on the gas and is slower to apply the brakes.

How this false self-confidence of the moderate drinker leads to accidents is clearly evident. On the other

hand, the obviously intoxicated person may feel the need for caution or may be restrained by others from driving his car. If he does attempt to drive he is, of course, a menace to himself and to others. Used either moderately or immoderately, alcohol makes one a poor driver.

Here at the coroner's office it is our policy to test the blood, urine, and sometimes the spinal fluid, of all individuals above fifteen years of age who die instantly or survive less than twelve hours following the onset of any violence that results in death. The purpose in following this procedure is to have as court evidence the chemical determination of the presence or absence of alcohol. In as much as about one half of all such cases were tested by this procedure, we accomplished over a period of ten years adequate sampling and therefore feel that statistics compiled from our results should be impressive.

All statistics which are now being released from the coroner's office of Cuyahoga County, Ohio, concerning the state of intoxication of victims of and participants in fatal traffic accidents have been obtained by following scientific methods. Our conclusions and

(Turn to page 22)

THIS CHART REPRESENTS THE TEN-YEAR VEHICULAR FATALITY RECORD FOR CUYAHOGA COUNTY, OHIO, NOT INCLUDING NONFATAL ACCIDENTS. PLEASE NOTE THAT, WITH THE EXCEPTION OF TWO YEARS, ALCOHOL WAS PRESENT IN MORE THAN 50 PER CENT OF THE CASES TESTED.

## VEHICULAR FATALITIES Yearly Comparison and Alcohol Incidence for Ten-Year Period

YEAR	NUMBER OF CASES			PER CENT DECREASE FROM 1937	INCIDENCE OF ALCOHOL		
	MALES	FEMALES	TOTAL		MALES	FEMALES	TOTAL
1937	274	76	350		60.7%	30.6%	54.7%
1938	178	56	234	33.1%	57.3%	40.0%	53.5%
1939	175	49	224	36.0%	57.4%	40.0%	54.5%
1940	152	39	191	45.3%	55.7%	33.3%	53.6%
1941	187	68	255	27.1%	63.6%	19.4%	51.8%
1942	183	42	225	35.6%	65.6%	43.7%	62.5%
1943	134	45	179	48.7%	45.0%	25.0%	41.0%
1944	132	45	177	49.3%	47.0%	35.0%	44.0%
1945	138	29	167	52.2%	55.0%	35.0%	52.0%
1946	174	39	213	39.1%	55.0%	35.0%	52.0%

# FAMOUS LAST WORDS

I wasn't smart enough to leave beer alone.



I couldn't get my foot on the brake.



Sweet Ad-e-line.



I thought it was smart to drink with the gang.



I wanted to be a "man of distinction."



I had only a few beers.



Beer gave me a cool (?) head.



The first drink did it.



I had four roses

three days before my funeral.



I was right; my brakes weren't.



## RETARDING REACTION TIME — — — — — by DON F. STIVER\*

THE extent of physical and mental impairment caused by intoxicants long has been a subject of debate. The argument usually is started by the fellow who contends that a few drinks stimulate him—give him keener perception, convert him into a more alert driver. This belief was discounted by a reaction experiment conducted by the Indiana state police laboratory.

The normal reaction times of fifty-five persons were secured by running a series of sorting tests. A special deck of fifty-two cards, marked in equal numbers with four designs and systematically shuffled, was used in making the time study. The average of three trials established a normal. The five persons selected for the final test—the drinking

\*Courtesy of Stephenson Corporation, reprinted from *Public Safety*.

test—were chosen because of their rapid or slow sorting speed, age or weight variation, and experience or nonexperience as drinkers.

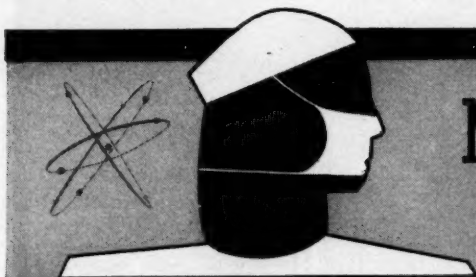
Each person was given three drinks of ninety-proof whisky at forty-five-minute intervals on a basis of sixty c.c. for every 150 pounds. When each portion had had time to take effect and before the next drink was consumed, the subjects were given a breath test for alcohol concentration. The results were charted carefully.

Forty-five minutes after the first drink the subjects showed a blood alcohol concentration of about .05 per cent. The card-sorting test revealed a distinct slowdown in mental and physical reaction in most cases. At the end of the second period, blood alcohol had increased to an average of .12 per cent,

and reaction time had increased as high as 25 per cent.

It took nearly double the time for the subjects to sort the cards when the final drink had taken effect. Final blood alcohol, checked by breath and blood methods, averaged .17 per cent. Earlier variations in physical and mental reaction had disappeared, the increased liquor consumption causing the reactions to approach a common upward trend.

In no case was the reaction time improved over the normal; in each case definite impairment of physical and mental faculties was noted. While the degree of impairment varied widely in the early stages of the test, a slow-up in all subjects was observed as the blood alcohol approached and passed .15 per cent.



## MEDICAL and SCIENTIFIC NOTES

### HEISE AND HALPORN EXPERIMENT\*

IN order to obtain some knowledge as to the psychological changes caused by the ingestion of small amounts of alcohol, Dr. Alred G. Dietze of the University of Pittsburgh prepared a series of tests. Five subjects taking from one to five ounces of whisky, whose urinary alcohol later in no case exceeded .10 per cent, were able to pass almost perfect routine physical examinations, and were able to perform a carefully controlled test, measuring steadiness while performing a difficult task. The subjects, however, showed a marked lowering of intelligence, as elicited by special tests involving memory and the following of directions. In order to gain further information, a practical test was devised involving actual driving conditions. A car was rigged up so that shooting a gun would

give the signal to apply the brakes, and applying the brakes would shoot another gun. The knowledge of the speed of the car and the distance apart of the bullet marks on the road furnished a means of measuring reaction time. Also a curved lane marked by corrugated packing boxes, whose configuration could be changed without notice, made quick decisions necessary and prevented the subject from anticipating the signal to stop. By spending several hours with each subject we were able to notice changes in the individual, and we were also fortunate in being able to elicit the subjective symptoms.

"The details of these tests are too voluminous to be quoted here, but our subjects all mentioned dizziness, and two of them mentioned a sense of unreality, as the most prominent subjective sensation. The most striking change was that of the intelligence, particularly the ability for self-criticism. All but one passed the routine examination for sobriety, but all suffered a moderate slowing of reaction time, and all made mistakes such as colliding with boxes

and shooting the gun on the brake pedal at the wrong time. All revealed a change in personality, one going through the classical stages of being verbose, morose, lachrymose, bellicose, and finally comatose. Two failed to remember details of the events of the day.

"Examination of a test chart reveals definite slowing and greater variations in the reaction time tests after the alcohol is taken. At thirty miles an hour he normally travels about sixteen feet before he can begin to apply his brakes. After he has taken alcohol, this distance gradually increases to about twenty-two feet. The driving test was ended abruptly when the road rose up in waves before the driver."

—◆—  
"Medicine now knows that alcohol is a narcotic poison, and for that reason has greatly curtailed its use."

"Within the past forty years there has been a great change in the views of the medical profession concerning the pharmacology of alcohol. Formerly regarded as a stimulant, alcohol is now classed as a depressant along with ether and chloroform."—Reid Hunt, *Pharmacology of Alcohol*.

\*"The Medico-Legal Aspect of Drunkenness," by Herman A. Heise, M.D., and Benjamin Halporn, M.D., Uniontown, Pennsylvania, a paper read before the Section on Medicine of the Medical Society of the State of Pennsylvania. Quoted from *Alcohol and Accidents*, by Samuel R. Gerber, with permission.

**C**AN anyone really be smart enough to drink moderately? In the first place, alcohol acts as a brain depressant and not as a stimulator.

People have said to me: "Why, Dr. Crane, how can you psychologists say that it is not an exciter? I know an individual who drinks and as a result becomes the life of a party. He can perform acrobatic stunts and reel off stories continuously."

That still is evidence of the depressing influence of alcohol. That boy was probably one of those shy individuals who was very hesitant to speak until alcohol had deadened his reserve.

Alcohol works like ether except that it is slower in its influence. When you go to a hospital to have your appendix removed and are placed on an operating table you begin to inhale the fumes of the anesthetic. After you take the first deep breath, are you unconscious? No, certainly not. If you take your first swallow of liquor or beer, are you inebriated or intoxicated? Definitely not.

You take your second breath of ether. Are you out? Of course not. Neither does a second swallow of alcoholic beverage put you out. You can take the third inhalation of ether and you can still hear the doctor talking.

The third swallow of alcohol does not make you intoxicated. You take the fourth and so on, but with each succeeding breath of ether or sip of liquor your nervous system is becoming correspondingly depressed. It works more sluggishly and your brain is progressively dulled.

When we consume alcoholic beverages we do not have to become intoxicated before our mental faculties and the speed of our reactions are affected. One of the greatest tragedies of alcohol is that it slows us down while we are still comparatively sober and are not aware that we have been slowed down.

Dodge and Benedict after years of study and experiment found that the body reflexes were delayed approximately 10 per cent even when small doses of alcohol which did not produce apparent intoxication were taken.

In other words, a driver under its influence approaching a red light

**FOURTH QUARTER**

# ON BEING SMART

by DR. GEORGE W. CRANE

places his foot on the brake at a speed of reaction 10 per cent less than he would have done had he been sober. At ordinary auto speed this would mean his car would travel approximately fifteen feet farther before coming to a stop. At higher speeds, common among those who drink, the distance would be even farther. Thus his car crashes half way through the intersection and an accident results.

Or perchance a factory worker, efficient at the punch press, has two beers at lunchtime and after lunch returns to his trade, still sober. He can walk a straight line. But this time he punches the end of his hand and loses his fingers. Why? Alcohol has slowed the reaction speed of his body reflexes. He wasn't drunk, but he was 10 per cent slow, and he didn't get his hand back in time.

Alcohol is thus one of the greatest causes of highway and industrial accidents. It is NOT smart to drink!

Not only does alcohol slow down our speed of movement, but it also slows down our intelligence. A sober individual may be classified in the intelligent college group mentally, but with each successive drink his mentality is lowered. After a drink or two he is in the slapstick comedy stage, and as he continues drinking he reaches the teen-age stage and finally gets down even to the kindergarten stage.

I was at a party one time shortly after the Kentucky Derby. The men

and women were dressed in evening clothes. One of the girls suggested they re-enact the Derby, so the men got down in their tuxedos and the girls in their evening gowns astride the fellows and they rode them back and forth around that ballroom floor.

Now, I ask, how old were your children the last time they said: "Daddy, get down on the floor and play horsy with me tonight?" That was approximately the mental age of those drinking college students. They reached the kindergarten level mentally.

Alcohol depresses intelligence as well as the speed of movement. Consequently it is not only dangerous in high-speed factory work and on the highway; it is morally dangerous, for when the intelligence is slowed down individuals become more sheeplike and agree to anything that the ring-leader wishes them to do. That is why in wartime alcohol is one of the frequent devices used in "pumping" spies. Alcohol is also the main contributing factor in a large percentage of venereal disease victims.

These are a few of the many reasons why any smart individual will never use liquor at all. There is no such thing as moderation with safety when it comes to narcotics like alcohol.

Alcohol is to be regarded very much as a baby rattlesnake. Someone may say: "Oh, isn't that a cute little reptile?"

Cute little reptile! That rattlesnake is no different from the large one except in size. All he needs is time and he will be fully as dangerous, and that's the way it is with moderate drinking. As soon as a moderate drinker gets to feeling blue, or has family or financial difficulties, or wishes for some reason or other to anesthetize his conscience, he doubles his previous dose of alcohol and soon is in the excessive drinking stage with his conscience relegated to limbo.

All this adds up to two challenging facts. First, total abstinence is the only safe way to avoid the evils which alcohol engenders; and second, a really smart, intelligent, and clever person, for his own good and for the good of others, will leave alcohol alone. It is dumb to allow oneself to be victimized by alcohol.

The smartest people don't drink.

## THE UNDERTAKER'S COCKTAILS

(Continued from page 9)

complications. Thus the tendency has grown to "book" such a person on a much lesser charge. Obviously off-the-record statistics are higher by large percentages.

Statistics aside, there can be no doubt at all that driving under the influence of liquor is a major contributing factor to the toll of dead and injured on our highways.

It is not necessary for a man to be fully inebriated to bring about a road crash. Many times one drink will throw driving judgment off balance, and when the accident occurs the motorist cannot be termed "intoxicated;" but the small amount of alcohol has run him into a smashup. Undertaker's cocktails send some broken body to the morgue every eighty-one minutes.

We do not want our boys to be tempted to buy a fifth of whisky when they pull into a service station for five gallons of gasoline. We must stop the deaths and injuries on our highways. No alcoholic beverage retail outlet should be allowed within one thousand feet of a service station.

The practice of permitting intoxicants and gasoline to be sold at the same place of business is shocking and wholly indefensible. Public opinion, as expressed through the newspapers, the magazines, and the radio outlets, has given a sweeping endorsement to the position taken by the American Automobile Association on this issue. It is to be hoped that the various interested industries, the state legislatures, and public officials everywhere will support our program, looking to a total ban on the sale of intoxicants wherever gasoline is sold.

## PILOT ERROR

(Continued from page 7)

apparent exhilarating stage of alcohol is valiantly defended; the depressing phase is strongly condemned. The view that drinking is a pilot's private affair was stated quite emphatically by a transcontinental racing pilot, who, by the way, seldom gets in the money. Another pilot says that he flies better with a few drinks under his belt. A third thinks that the individual should be the best judge of how much he should drink before taking off. All are confident of their ability to keep from overstepping the bounds between social or therapeutic drinking, and toxic or lethal drinking. Each is positive that he knows exactly where the boundary line

is. Science is not so positive. All pilots questioned agreed that no one can fly properly with a hang-over.

A pilot who has made his living flying airplanes for more than twenty-five years and who therefore is a reliable criterion of a flier's familiarity with the subject said: "Doc, want to know what causes a lot of these airplane crashes?" "Sure! What?" "Booze!" "How can you prove it?" "You can't prove it. That's the trouble! But booze is behind a lot of them." Is this true?

One way to determine to what extent any alcohol at all in the system hurts or helps a pilot's flying, would be for all commercial air line pilots to undergo tests to determine the presence or absence of alcohol in their bodies immediately before take-off time. The accident records of those whose tests for alcohol were positive could then be compared with the records of those whose tests for alcohol were negative. Figures will speak for themselves. If alcohol is ruled out as a cause of air

line crashes, the proalcohol pilots can rejoice. But if alcohol figures in air line crashes, it will have to be eliminated. The stakes are high, and the possible gains are great.

How is this alcohol testing to be accomplished? There are devices already which tell whether or not there is any alcohol in a person's blood stream, and whether the amount of alcohol present in the blood stream is sufficient to be intoxicating. One such device is being used by the Michigan state police for the roadside testing of drunken drivers. Here is the way it could be used on air line pilots:

Fifteen minutes before the actual departure of the air liner, its captain and copilot in turn step into a booth and exhale into a cylinder containing the alcohol-test fluid. The elapsed time it takes for the red liquid to become colorless indicates the amount of alcohol, if any, in the pilot's blood stream. Escape of the exhaled air electrically activates the switch of a colored motion-picture

## WHOSE RESPONSIBILITY?

Governor Luther W. Youngdahl



The duty is theirs, and I must remind them of the age-old truth that people get as bad government as they are willing to stand for and as good government as they are willing to fight for. It is apparent that if enough people insist upon the fact that the liquor laws be obeyed, especially with reference to minors, they will be obeyed!

Too many people are like the Minnesota businessman who sent me a letter giving a detailed report of law violations taking place in his city, violations which as a decent citizen he wanted to have stopped, and then added:

"Please consider this as confidential. I have a lot of money invested in this city, and I can't afford to have it known that I am making such a report."

Our great need in law enforcement is for people in the local community who are willing to take a stand on moral questions and fight for that position, regardless of the effect upon profits or employment or other selfish interests.

Coupled with the program of youth conservation there must also be a persistent program of law enforcement. On the statute books are laws prohibiting the sale of liquor to minors, but in too many communities those regulations are flagrantly violated.

Over my desk come scores of letters from heartsick parents and citizens interested in youth welfare. They plead with me to stop the sale of liquor to minors in their home community, but the law places this responsibility primarily with local government.

camera, which records whether or not the pilot actually blows into the cylinder, and how long it takes for the liquid in the cylinder to turn white. If the color does not disappear in a few seconds, there is no alcohol in the pilot's blood stream. The container into which the pilot's exhaled breath is blown is placed opposite a small window in the wall of the booth and transilluminated from the inside so that those in charge of pilot scheduling can check the color of the liquid. Any indication at all of alcohol in the pilot's system grounds him for that particular flight and brings a fine down on his head in the bargain. Repetition means dismissal.

Such a test does away with all arguments about how much beer or liquor the pilot had, when he had it, whether he was intoxicated, whether he flies better with or without it, or whether he knows when to stop. Positive for alcohol means that he doesn't fly the trip. If he is grounded he and his fellow pilots can adjourn for a nightlong discussion of the subject, but in a grill, on the ground; not aloft in the pilot's compartment of an air liner.

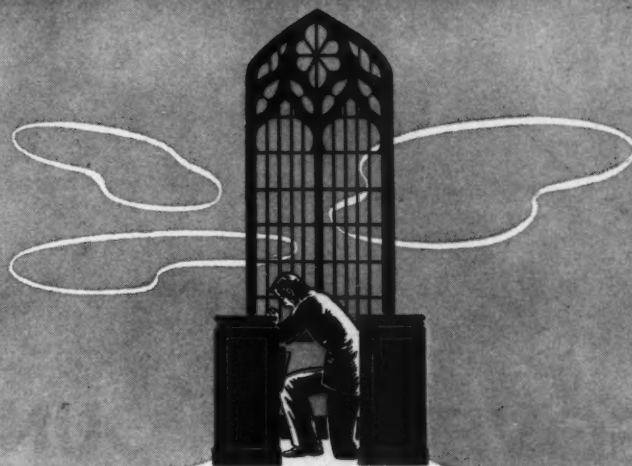
This does not mean that all commercial pilots are either guzzlers or slightly "tetched." The great majority are men to be proud of. But there are a few who should be sifted out. After all, there are only a few air line accidents compared with the number of flights and hours and passengers flown. However, these few can do a lot of damage to the future of flying. The difficulty in detecting them is best illustrated by the high percentage of pilot errors still figuring in crash reports. Screening out the sub-psychotic and the secret shot drinker calls for fine mesh. But it must be done!

#### **Suicidal Effects of Alcoholism**

"A close study of the various segments of the fields relating to alcoholic beverages discloses that humanity is taking a terrific beating for the right to use a narcotic drug to the point of suicide. The direct effects are now easily observable. Especially is this so in the case of the so-called 'moderate' or 'temperate' user. . . .

"First, comes impaired efficiency, which tends to crowd the worker down from the plane of a skilled, ethical man or woman to that of an unskilled, unethical human being; then follows the 'broken home' and the loss of friends and borrowed power; then comes begging and thievery and vices of various sorts; the prison term, or resort to welfare agencies; hospitals for the physically or mentally ill; then it may be suicide, or a drunkard's premature death and the morgue."—Massachusetts Commission Report.

**FOURTH QUARTER**



## **Spiritual Security and Mental Health**

*Fourth in the Series on Spiritual Psychiatry*

by **ELLEN G. WHITE**

Mental contentment is the spontaneous outgrowth of spiritual security and satisfaction. A mind that has found this satisfaction in God experiences a vitalizing life-giving effect upon the body. The problem is to bring mentally disturbed souls to that place where this mental security and satisfaction is theirs. In love and sympathy, and kindness and infinite tenderness, Christ worked for the mentally disturbed and sick of body. His kindness, patience, and tact emphasize the type of treatment to which the mentally ill will react favorably. If the mind is at peace with God, the bodily conditions will be more favorable.

When temptation to despondency or discouragement because of one's mental or physical condition comes, relief may be found in trustful prayer, in contemplating the promises of God and resting on those promises. Many have found the good old hymns a great aid in bringing peace of mind and assurance. Song is a weapon that we can always use against discouragement.

### **FAITH IS THE TRUE SCIENCE OF HEALTH**

If the sick have faith in Christ and co-operate with Him while obeying the laws of health and seek to perfect their lives by His grace, He will impart to them His life. This is the true science of health for body and soul. The solution, then, for the mentally distressed is to look away from self to Jesus, to rest their weary, disturbed, and distressed minds in the assurance that Christ can bring healing.

It is one of the great proofs of the reality of the Christian faith that abiding peace and true rest of spirit can be found by heeding the call of Christ, "Come unto Me, all ye that labor and are heavy-laden, and I will give you rest." This peace in Christ we can receive by receiving Him.

The greatest educational need for the mentally ill is to be taught how the whole being may be thrown open to the healing agencies of heaven. If their mind can be directed to the Burden Bearer and they can have faith that He will have an interest in them, the cure of their diseased bodies and minds will be sure.

Page 17

# GOVERNOR YOUNGDAHL SAYS:



"I don't

LUTHER H. YOUNGDAHL  
GOVERNOR

I do not. This  
filled with no challenge.  
I must have the benefit of  
physical capacities all time  
I have a need a nee  
intoxicants. I need a "pick-up"  
at a social gathering. I do I r  
strenuous duties. I do I r  
Joy of good music, the exhilara  
comfort of religious fellowship  
with which liquor does not



LUTHER H. YOUNGDAHL



THREE LIONS

do not **DRINK** . . . .



State of Minnesota  
EXECUTIVE DEPARTMENT  
Saint Paul 1

April 19, 1949

I do not drink. This is my policy because I find life  
ed with no challenging tasks and demands. To meet them,  
t have the benefit of all my spiritual, mental and  
al capacities all times.  
I have never had a need for the so-called "lift" of  
al gatherings to enjoy myself whole-heartedly  
duties. I require it to relax from  
magic, the exhilaration of outdoor life, the  
religious membership of family and friends, the  
quor does well.

Luther W. Youngdahl

Minnesota's dynamic fifty-three-year-old Governor Luther W. Youngdahl is a native of Minnesota. As a young lad he worked as delivery boy in his father's grocery store and operated a newsstand to help pay his school expenses.

Following his elementary and secondary training in the public schools of Minneapolis he attended the University of Minnesota and completed his college course at Gustavus Adolphus College at St. Peter. He subsequently took a law course at Minnesota College of Law and upon graduation held the office of assistant city attorney of Minneapolis for three years. He then entered the practice of law.

Six years later he embarked upon his own judicial career, serving a six-year period as municipal judge in Minneapolis and another six years as district judge in Hennepin County. In 1942 he was elevated to an associate justice of the Minnesota Supreme Court and in the general election that year led all candidates for that office.

On January 8, 1947, he became Minnesota's twenty-seventh chief executive. His administration has provided progressive legislation for the betterment of public education and the future welfare of the youth of the state. Under his leadership, laws were passed to provide larger allotments for old-age assistance, better care for inmates of state mental institutions, more assistance to the state's veterans, and greater aid to dependent children and the blind.

The governor is deeply concerned with the building of good will among all racial and religious groups. His inter-racial commission devotes itself to the task of helping eliminate prejudice and bigotry. He has long been a member of the board of administration of the Messiah Lutheran Church of Minneapolis.

The governor is married to the former Irene Annet Engdahl and has three children. Two sons attend Gustavus Adolphus College, and his daughter is a graduate of the University of Minnesota.

On November 2, 1948, he was re-elected governor of the State of Minnesota.



## AFRICA

### Liquor Plays Part in History

Interesting comments on the African natives' struggle with alcohol are found in two books dealing with African history.

"I know the curse of liquor. Personally at the diamond fields I have assisted in making ten thousand of these poor children [the African natives] hard-working and sober. My heart is thoroughly with the idea of removing liquor from the natives."—Cecil Rhodes, *A Biography*, page 363.

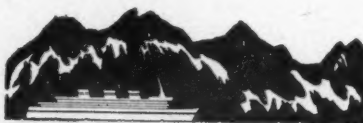
"In Rhodesia the sale of liquor to the natives is strictly prohibited." "The men now go out and work instead of loafing about attending beer-drinks, which are the cause of all the crime in the district."—*Ibid.*, pages 300, 303.

Jameson asked one of his troopers to cut the wires from Pitsani to Pretoria. "The obvious precaution of cutting the wires to Pretoria had been taken; but the troopers sent to do the work got drunk at a store, and left this work undone, and thus the news of the invasion reached President Kruger immediately."—*Ibid.*, page 152.



# WORLD

"Before setting out, Jameson gave his men three days in which to get drunk. They are supposed to have had several wagonloads of whisky and thirty-six cases of champagne. The trooper detailed to carry out the wire-cutting operation, in his alcoholic enthusiasm cut the wrong wire, then for good measure, cut and buried the wires of a farmer's fence!"—Stuart Cloete, *Against These Three*, page 287.



## ALASKA

### Alcohol Has Firm Grip on Territory

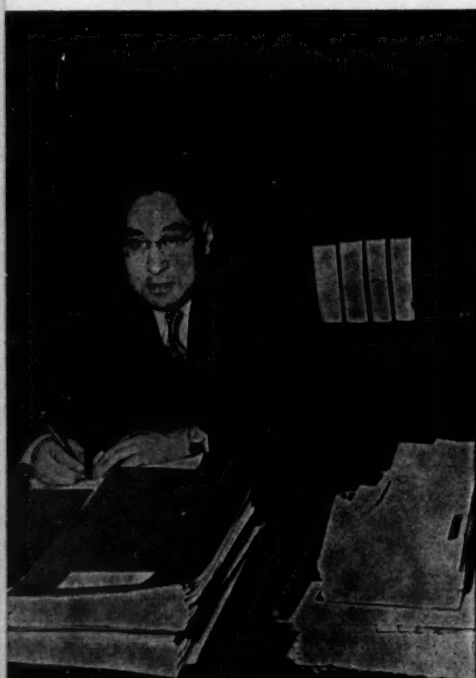
The per capita increase in liquor consumption indicates that the people of Alaska have become heavy drinkers. In 1948 the Alaskan people drank 1,858,702 gallons of alcoholic beverages, an average of twenty-three gallons for each man, woman, and child, both native and white. Alaska has an average of more than five liquor dispensaries for each thousand population—four times the usual per

capita ratio found in the States. Alaska is producing her share of alcoholics and uncontrolled drinkers of both sexes.

The best buildings and the best locations in the towns are occupied by liquor dealers, and rentals for business locations have been pushed upward because of the high rents the liquor interests are willing to pay.

In native villages where liquor is not sold, the people are warmly clothed and well fed and rapidly find their niche in the new order of things. In towns where liquor is sold, natives live in poverty and are poorly housed and clothed and undernourished, and tuberculosis is rampant.

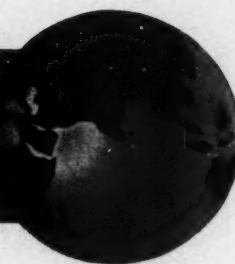
Powerful and wealthy liquor interests have built a strong lobby in the Alaskan legislature. Never a day passes while the legislature is in session when they do not have lobbyists in the gallery. Legislators who wish to be re-elected are careful not to offend as far as liquor legislation is concerned. At a recent session of the territorial legislature one could count on the fingers of one hand the members in both houses who were willing to speak out and vote against further



## REPRESENTATIVE *Ipalook*

Representative Percy Ipalook of Wales, Alaska, at his desk in the House of Representatives territorial legislature, Juneau, Alaska. Ipalook is a full-blooded Eskimo with a family of eight children. He is a college graduate and an ordained minister of the Presbyterian Church, the head of his church's mission at Wales, which lies within the shadow of the iron curtain. Mr. Ipalook, who is intensely interested in the welfare of his people, the Alaskan Eskimos, has brought his fiery oratory into play in the support of his fearless stand on the liquor issue.

# REPORT



## CANADA

### Increased Drink Bills

Canada's 1948 drink bill, the highest on record, totaled \$619,448,317, or approximately \$49.55 per capita.

Canadians in 1948 consumed more than twice as much absolute alcohol as in 1939.

In the year 1939 the per capita consumption of alcoholic drinks was approximately 330 drinks a person, but in 1948 it had risen to 675, an increase of 345 drinks per capita.

It is reported that 74,836 of Ontario's 2,878,300 citizens of twenty years of age or older are chronic alcoholics. Habitual drinkers dangerously near the border line number 168,381, and 355,470 are regular drinkers; this means a total of 598,687, or approximately 21 out of every 100 adults, who are classified by the report as problem drinkers. In addition, 1,272,208 other citizens of Ontario are in the casual drinking class. Ontario spent a total of \$222,454,900 for liquor in 1948, an average of \$77.28 per capita for those above nineteen years of age, or \$275.14 by the average family of 3.53 persons.

In 1947 the people of Ontario spent more than \$62,000,000 more for liquor than they did for the entire cost of the provincial government,

R. B. H.

encroachments by the liquor industry.

Representative Percy Ipalook's fiery oratory registered the strongest opposition to the industry's lobbyists. Retail dealers in Alaska are well organized, and the bartenders have a strong union. The bartenders' union keeps a watchful eye on any legislation pending which might limit, control, or curtail the number of liquor licenses to be issued.

Few of the pastors of the many churches in Alaska will raise their voice on this issue, and apparently no candidate for public office would risk his election by opposing the liquor interests.

One theory of the cause of the high per capita consumption is that Alaska's men outnumber Alaska's women three to one. Many of the men congregate in saloons to enjoy one another's companionship and feel that they must buy drinks in order to be welcome at these social meeting places. However, a large percentage of Alaskan women drink, and even married men with good homes are frequently found among the heavier drinkers. Drinking has become too popular at parties and dinners.

Formerly, when drinking was con-

fined to saloons, young people to a certain extent held aloof; but now it is served in the homes before the children. They naturally think drinking is the correct thing to do. A few years back when little girls played house, they made mud pies, but now they mix highballs. Social drinking among the socially prominent has been one of the greatest factors in creating our drinking problem.

FRANCES SHANNON,  
Alaska correspondent.



## JAPAN

### High Official Becomes Abstainer

The new secretary of finance for Japan has announced his intention of going on the water wagon. His predecessor was recently released because of improper conduct under the influence of drink. The new officer, formerly a heavy drinker, pledged abstinence to avoid a similar fate.

## PASTOR Salau

Pastor Robert Salau, a native of Vella Lavella of the Solomon Island group and an evangelistic missionary to the Pacific Islands, who has led some two thousand natives to Christ, when asked about the drinking customs and addiction habits of the south Pacific replied in pidgin English: "Betel nut chewing is big habits along island, oh, very big. Kau is native drink; when they drink, fall ground, sleep very bad."

When asked what he thought of

the white man's drinking habits, Pastor Salau said: "Him no good for me."

Betel nut is a narcotic astringent that first excites, but afterwards has a debilitating effect. The teeth turn black as coal, the color of the mouth is deep red, and the spittle is the color of blood. Expectoration is very frequent, which makes betel nut chewing a disgusting habit.

Salau's creed is the love of God and the law of God. He is a native Seventh-day Adventist evangelist and is on a three-month tour of the United States, sponsored by his church.



## YOUTH CONSERVATION

(Continued from page 6)

Drinking by youth is, of course, an imitation of a widely accepted adult social pattern. Today two thirds of the adult population of America drink. On every hand, our children see this tendency—at home and in public. They are continuously bombarded with a vast, slick advertising campaign which seeks to sell them on the fact that it is "smart" to drink and that if you don't you are nothing but a social liability. "Men of distinction" in clever ads bluntly hint that to be a success in this age a person must drink—and drink a certain brand!

If this dangerous propaganda is to be successfully resisted by our teenagers, we must have a better example from American parents. There is no use in fooling ourselves on this point, for children naturally look to their parents for guidance. The fact that so many young people are playing with the social and personal dynamite of alcohol is evidence that a vast number of parents are failing their children at a time when they are most needed.

No words express better this obligation of parents than the poem, "That Little Chap Who Follows Me."

A careful man I want to be—  
A little fellow follows me;  
I do not dare to go astray  
For fear he'll go the selfsame way.

I cannot once escape his eyes;  
Whate'er he sees me do, he tries.  
Like me he says he's going to be—  
That little chap who follows me.

He thinks that I am big and fine,  
Believes in every word of mine;  
The base in me he must not see—  
That little chap who follows me.

I must remember as I go  
Through summer sun and winter  
snow,  
I'm building for the years to be—  
That little chap who follows me.

## MODERATE DRINKING

(Continued from page 12)

figures are being corroborated by similar investigations in other cities.

Only fatal cases come under our jurisdiction. We, therefore, do not have records concerning the alcohol incidence among the drivers who killed pedestrians or passengers but were not themselves killed.

The constantly recurring factor of the influence of alcohol in vehicular accidents led to a thorough survey of the alcohol incidence. The study was conducted in two four-year periods. To facilitate charting, the alcohol content found in the blood samples was arbitrarily divided into three categories:

- Low group—  
.04 per cent or less—40 mg./100 ml.
- Middle group—  
.05 per cent to .19 per cent—50 mg. to 190 mg./100 ml.
- High group—  
.20 per cent—200 mg./100 ml. and over.

We must comment and repeat again



It was on a chilly November night. A man stupefied with drink, covered with dirt, his face distorted, was found lying on a Baltimore street. He was taken to a hospital. Delirium with her thousand demons had distracted his intellect, and the jolly fellows who had mingled with him around the intoxicating cup in the early hours of the evening had deserted him. At the hospital the clergyman had asked him: "Shall I send for your friends?" "Friends!" said the dying man, as if the word itself were a mockery. "My best friend would be he who would take a pistol and blow out my brains and thus relieve me of my misery."

Ruined by dissipation and drunkenness, almost his last words on his dying bed were: "My mother gave me the first glass."

That man was Edgar Allen Poe, whose poetic gifts of unchallenged beauty were erased by the cup of intoxication.

and again that usually it is not the obviously intoxicated individual but rather the moderate drinker who is involved in the most serious accidents.

Alcohol's stimulant action is only apparent and is due to the narcotization

of the higher cortical centers in the brain, with release of the lower emotional centers. For this reason we believe that individuals with blood alcohol concentrations of less than .15 per cent may also be considered as under the influence of liquor, or intoxicated. This is important from this standpoint. An individual who has had only a little to drink feels somewhat "stimulated" and is confident of his ability to drive his car or walk across a street safely. Because of this blunting of the brain and the entire sensory apparatus, including sense organs and their nerve centers, usual caution may be lost. The driver or pedestrian may be a bit reckless, and at a given crucial moment he will be incapable of instant decision and critical judgment. Therefore an accident may ensue.

The ten-year study of vehicular fatalities in Cuyahoga County revealed that a major proportion of the drivers with positive tests were in the middle group with alcohol blood concentration from as low as .05 per cent to .19 per cent. One must conclude that these figures support our statement concerning the frequency with which the moderate drinker is involved in accidents.

Dr. Gerber's observations are based on the personal investigation of 22,880 individual cases. Of these, 13,628 were brought to the morgue. His offices performed 7,817 determinations for alcohol intoxication.

## CHEMICAL TESTS

(Continued from page 10)

Thus if we know the alcohol concentration of these we have a measure of the concentration of alcohol circulating through the body, and hence an index of the resulting degree of impairment or of alcohol intoxication.

Impairment sufficient to adversely influence driving ability is demonstrated quite clearly in the average individual at alcohol concentrations of .09 per cent to .11 per cent in the blood. Thus the establishment of .15 per cent as the presumption limit gives a considerable degree of grace for individual variation, which protects the most resistant or tolerant driver and makes allowances for the mild antidotal effect of coffee, caffeine, benzedrine, and similar stimulants which might have been taken.

It would appear that if we are to employ the best evidence which is available concerning the sobriety or degree of alcohol influence of an individual in court actions, we must, of necessity, employ the chemical tests for intoxication to confirm the medical observations of outward signs and indications.



Photos in this feature  
from the Schoenfeld  
Collection by Three Lions.

# Artists Portray

"Listen" presents the first installment of the artists' story of strong drink through the ages.

## DRINKING SCENES of the PAST

**N**UMEROUS portrayals of the drinking customs of antiquity are found in the paintings and engravings of the past. In ancient classical art strong drink is associated with pagan religious rites and ceremonies. Greek vases were frequently illustrated with representations of the intoxicated wine god Bacchus and the female priestesses or votaresses known as bacchantes.

In the period of the decline of the Roman Empire, the bacchanalian feasts pictured in Greek paintings and mosaics became drunken orgies.

The artists' review of the worshipers of Bacchus range from the supposedly sublime ancient classical paintings of the wine and beer libations offered before pagan gods to the crude caricatures of drinkers with huge paunches and red noses. The jovial merry-maker, the dozey sleeper, and the sensual reveler, all are pictured. Some painters sought to justify drinking customs by painting the merry side of life. Others portrayed scenes of social debauchery and the resulting degeneration. All combine to tell

of drink's mastery over many thousands of earth's inhabitants down through the annals of history.

Some of the titles of the old paintings, such as "Girl at Table Inviting Gentleman to Drink" and "Brawl in a Tavern," could well pass for newspaper headlines in our day.

Steen, of the Flemish school, was a prolific painter of drinking scenes. His most sensual picture, entitled "Bad Company," represents a simple youth partially drunk entrapped by harlots.

Hogarth, of the English school, portrayed the moral debauchery and shame that accompanied intemperance. Wilkie, who lived a century later, pictured drunkenness as a human frailty.

Many odd messages have been conveyed in these ancient paintings and engravings. A monk of the fifteenth century pictured the heavy drinking in a Buddhist monastery in China by drawing a number of monkeys drinking wine. The message of that medieval scroll is ultramodern. Why make monkeys of ourselves for the sake of the social glass?



#### A RELIEF OF KING ASHURBANIPAL AND HIS QUEEN DRINKING WINE

Luxury, vice, and excess of wine accompanied the prosperity of Assyria and hastened its decay. Successful military campaigns were celebrated by gigantic feasts and general drunkenness on the part of the populace.

In spite of the fact that it was considered improper for ladies to enter taverns, ancient Assyria's liquor merchants placed women in charge of the taverns to act as managers and barmaids.

Centuries before the time of Moses the public drinking places of old Babylonia had become sources of trouble and places of ill repute.

#### BABYLONIAN BEERHOUSE

Nebuchadnezzar, builder of the Neo-Babylonian Empire with its wonder city of the ancient world, once proudly boasted that he had made Babylon "the house of revels and rejoicing." Delitzsch in "A Walk Through Ancient Babylon" describes the "numerous taverns" of the city, and Sayce writes of Babylon's "beer-houses." However, an interesting account of a Babylonian description of a virtuous wife lists total abstinence as one of her qualifications and describes her as one "who never has moistened her teeth with intoxicating liquor."



#### BELSHAZZAR'S FEAST AND THE FALL OF BABYLON, FROM A NINETEENTH-CENTURY ILLUSTRATION

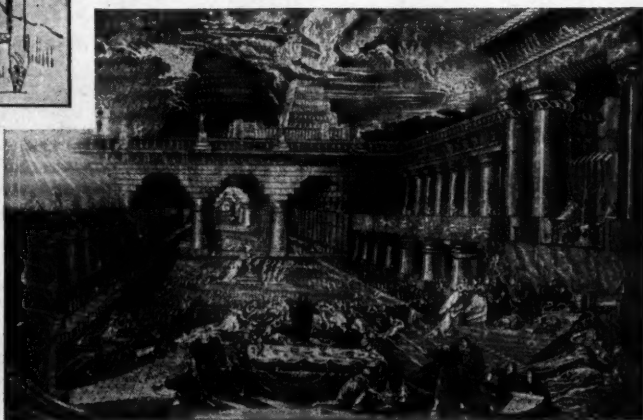
Cyrus, the conqueror of Babylon, recognizing that the city's fortifications were too strong for assault, waited for a certain Babylonian festival at which the people were accustomed to drink themselves into helplessness. When the drunken carousal was at its height, the Persians entered the doomed city by the Euphrates River gates, which in their drunken revelry the Babylonian sentinels had failed to close.

George Rawlinson says: "Drunken riot and mad excitement held possession of the town; the siege was forgotten; ordinary precautions were neglected. . . . In the darkness and confusion of the night a terrible massacre ensued. The drunken revelers could make no resistance."

## The Antiquity of Strong Drink

THE history of wine drinking reaches back to the customs of primitive peoples. Before the founding of the Assyrian Empire, many hundreds of years before Christ, wine was made from dates and grapes, and a beer called "sikaru" was used on the plains of Chaldea. In the Code of Hammurabi of Babylon, some two thousand years before Christ, four of the 282 laws related to the sale of liquor by women. Liquor in the old Babylonian era was used in sacrificing to pagan gods, and Assyrian seers used wine libations in offering prayers to the Babylonian goddess Ishtar, from which we derive the name Easter. In those periods of history when sorcery was rife, intoxicants were used freely in medicines.

Traditions of antiquity tell of more than one powerful city that perished during a festival when its drunken inhabitants were too weak to resist attack. With the rise of Babylon the development of the traffic in alcoholic beverages was much more extensive.



#### EGYPTIAN WINE PRESS, FROM DRAWING BY RAWLINSON

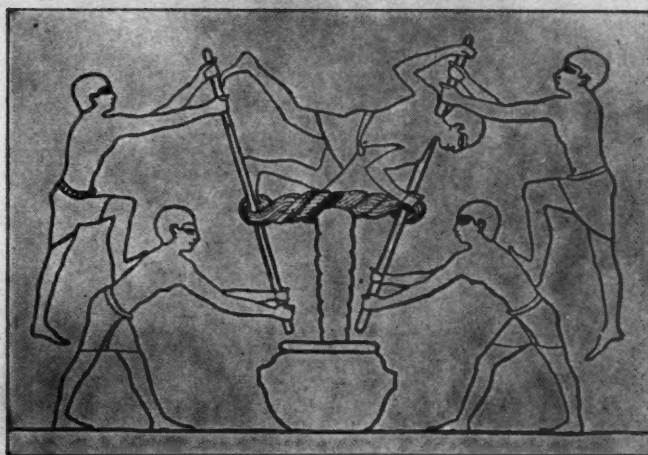
By the time of Moses the beer saloon in Egypt was already a prominent institution. Tomb inscriptions as far back as the Old Kingdom give recipes for making beer and wine, and are often illustrated with pictures of brewing scenes.

Paintings on the tombs of the Middle Kingdom portray drunken scenes at feasts. A royal menu of this period from Thebes shows that beer was among the daily beverages of the palace.

In the period of the New Kingdom from 1591 to 340 B.C., when Egypt became the mistress of the world, drink and vice took a fatal hold upon the Egyptian social life.

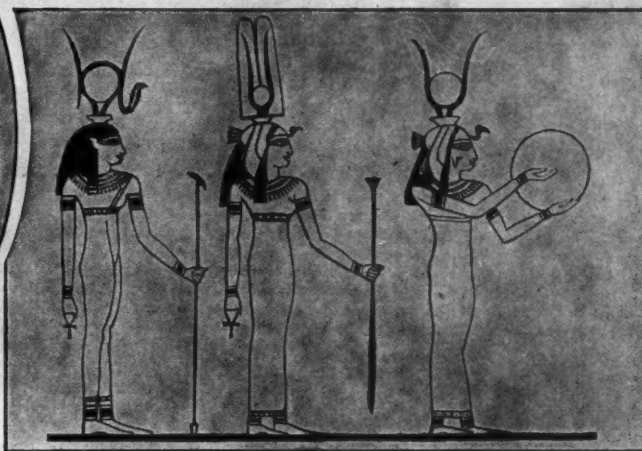
#### SKETCHES OF EARLY EGYPTIAN HISTORY

Among the drawings of early Egyptian periods by Wilkinson is this sketch of a servant called to support her alcoholic mistress. Another relief pictures a man being carried home from an Egyptian drinking party by three slaves.



#### FORMS OF THE EGYPTIAN GODDESS HATHOR, OR ATHOR

The Egyptian goddess Hathor was called "the mistress of intoxication." A part of Hathor's temple was named "the house of drunkenness." One of the songs used in her honor describes her as the "mistress of drunkenness without end." Another Egyptian goddess, Menket, apparently was recognized as a beer goddess. She is shown as a woman holding two beer jugs and is described often as "the goddess who makes beer."

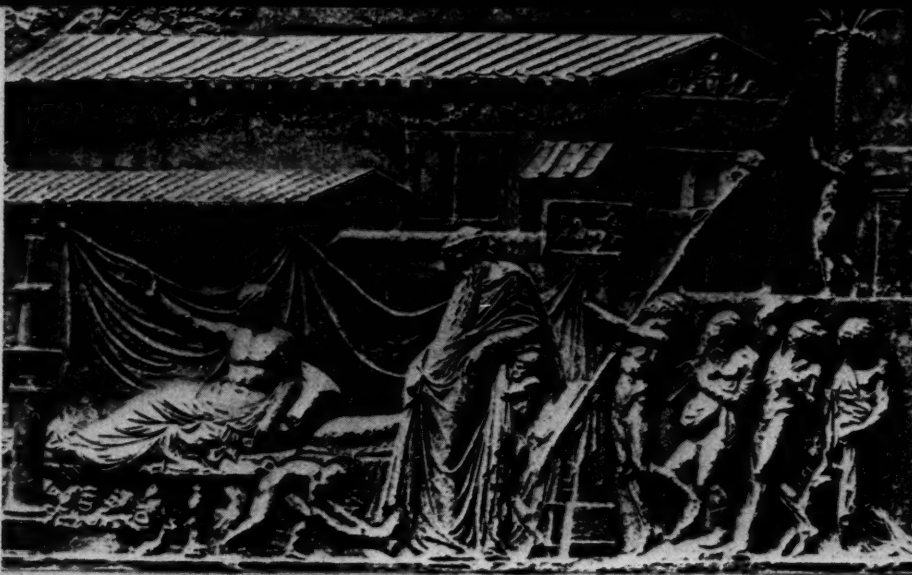


## Drink a Contributing Factor in Egypt's Decline

**E**RNEST H. CHERRINGTON observes: "Beginning with the conquest of the country by Cambyses in 340 B.C., Egypt, burned out with the lust of drunkenness and superstition of one thousand years, entered upon the last centuries of excess and then ceased to exist as a great kingdom."

George Rawlinson, the historian, in passing judgment upon the causes that led to the final collapse of ancient Egyptian civilization, writes in *The Story of Ancient Egypt*: "Another defect in the

Egyptian character was softness and inclination to luxurious living. Drunkenness was a common vice among the young; and among the upper class generally sensual pleasure and amusement were made, ordinarily, the ends of existence. . . . Life was passed in feasting and a constant succession of enjoyments. . . . And the result is seen in the gradual decline of the Egyptian power and the successive subjugation of the country by hardier and stronger races." Thus history reveals that drink was one of the important causes of the decay of Egyptian civilization.



#### GREEKS CELEBRATE HOME-COMING OF BACCHUS

Dionysus, or Bacchus, popularly known as the Greek god of wine, designates the spirit of carousal which accompanies the free use of wine. The obscene woodland feasts held by the Greeks in honor of Bacchus were known as the Bacchanalia, and the women who took part, "bacchantes."

It was a teaching of ancient Greece that "the wine god was supposed to set the soul free from its fleshly chains . . . and to relieve the spirits of the consciousness of the body's presence." At the bacchanalian revels, however, wine "seemed to relieve the body of the presence of the mind altogether and led to the most shameful obscenity and violence among the intoxicated devotees" to the god Bacchus.



#### PRESSING GRAPES BY HAND, FROM A GREEK RELIEF

From the earliest times vine growing in Greece ranked next to olive culture in importance. Wine was the drink of all classes. Even Plato approved of drinking to intoxication at the feast in honor of Bacchus. A Greek poet, expressing the current philosophy of the times, wrote: "'Tis a shame to be drunk among sober men, it is also a shame to stay sober among men who are drunk."

Ernest H. Cherrington says that drinking customs in the Western world have been largely influenced by Greek practices.



#### A SICK DRINKER AS PORTRAYED IN THE INTERIOR OF A GREEK GOBLET

Scenes of the symposia of all periods of Greek history are commonly painted on old Greek vases, and from these much of the definite information concerning Greek drinking customs is obtainable.

There were abstainers from intoxicating beverages among ancient Greeks, and they were known as "the water drinkers." The tradition of abstinence was strong among respectable Greek women of the educated classes. An interesting observation on the so-called temperance philosophy of moderation is the fact that the Greeks stressed the idea that moderation was proper. The mixing of water with wine was intended to promote moderation. However, a mixture of two parts of wine and three parts of water made many Greeks drunk, and equal parts, according to one poet of Greece, "made them mad."



**A SUMMER BANQUET,  
AFTER A PAINTING  
BY GUSTAV BOULANGER**

Rome's age of abandonment brought an increase in the number of festivals in honor of Bacchus, the god of wine. At these festivals men and women plunged into every excess and the grossest immoralities. Drunken orgies even included youth of both sexes. These excesses so affected Roman society that the Roman senate in 186 B.C. prohibited bacchanalian wine orgies.

The Saturnalia also became revels of wine. Livy has left a record that these festivals held every ordinance of God and man in contempt.

"The Romans drank the days and nights away, only to be awakened," says Ernest H. Cherrington, "from their dreams of omnipotence by the invasion of the Germanic barbarians." Rome perished in intemperance.

#### **BRINGING NEW WINE TO A POMPEIAN WINESHOP AFTER THE OCTOBER VINTAGE**

Most historians agree that one of the major causes of the decline and fall of the Roman Empire was intemperance in the use of alcoholic beverages.

In early Roman history, however, wine was rare; and, even when it became more common, men under thirty and women of any age were at first forbidden to drink wine except at festal sacrifices to the gods. Cato is quoted as saying that a man could condemn and punish his wife "if she has been guilty of any shameful acts, such as drinking wine." It is said that the ancient Romans were accustomed to kiss their wives to determine if they had been drinking, and, according to Pliny, both drinking and adultery were recognized as causes for divorce.

Ancient Roman law did not make exception in favor of the drunkard. It was held that drunkenness was a sort of impetus to crime and that the drunken man was punishable. The transition from restriction to license precipitated internal decay.

Tiberius, the Roman emperor, became so addicted to wine that he was called in jest Siliarius. Tacitus in his day described the whole city of Rome as "inflamed with fanatic rage" and "intoxicated with drunken pleasures." John Lord in his "The Old Roman World" says: "Degeneracy in Rome was as marked and rapid as in Babylon."



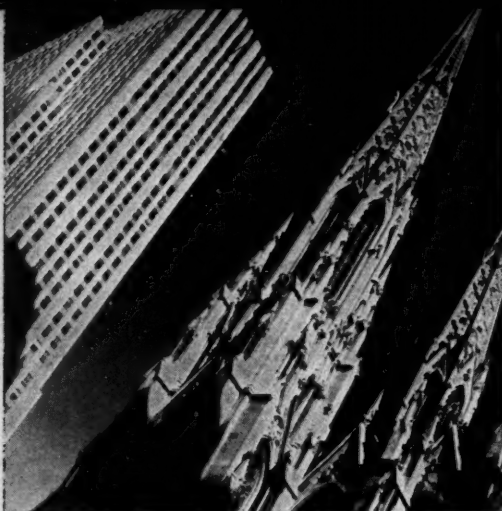
## **Antiquity's Lesson to Modern Man**

**A**NTIQUITY, writing with lurid letters of lost empires, bears its mute and mighty witness to the fact that each civilization that has abandoned the principles of total abstinence and officially encouraged and abetted the so-called moderation theory has found itself becoming the victim of its own excesses, which have written a bitter finale to its existence.

During the course of empire, drinking became prevalent among all classes. Women gradually

came to be partakers in drunken excesses with the men. Luxury, idleness, voluptuousness, and debauchery wrote their lurid chapters in the disintegration of the ancient empires.

The period of decay in every great empire of antiquity was marked with drunkenness and licentiousness. The final chapters of their national histories were written in self-indulgence and dissipation. This is antiquity's lesson to modern man, one which he would do well to heed.



MOBART

# CALLING ALL CHURCHES

by J. L. McELHANY

President, American Temperance Society

**T**HE MOST VITAL ISSUE, from an economic, social, and moral standpoint, that faces, not only our country, but perhaps most of the countries of the world today, is the danger from the destructive influences and evils concomitant with the consumption of alcoholic beverages. These constitute a greater danger than destruction by the atomic bomb. No community, no individual, no segment of society, is exempt or free from the influences of this issue. No professional or economic lines are drawn by alcoholism.

## *Moral Accountability*

One all-important fact bearing upon this question has been too little emphasized by the churches of Christendom. I speak of the basic element of the Christian life, that of moral accountability to God. Man's moral accountability carries with it his duty to bring every life practice, every habit, into subjection to this basic life principle.

There is a text of Scripture we need to emphasize. It reads: "Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God." Whatever expositions might be given on this text, its one outstanding message is: Man has a moral accountability to God. It matters not what we do, even in the ordinary habits of life—whatever it is, we are to do it to the glory of God. That duty extends even to man's habits and practices in the matter of eating and drinking. If that can be impressed on the hearts of all, particularly the young, it may serve a useful purpose in preserving and protecting them from this terrible plague that is sweeping the earth. Can the spiritual leaders of America ignore the Biblical statements that God's woe rests upon those who drink, upon those

who give drink to their neighbors, and upon those who manufacture strong drink?

Why does the principle of moral accountability to God enter into this matter of drinking? Because by drinking man may defile himself and render himself unfit for participation in the higher and better things of this life and for a place in the kingdom of God. The churches ought to emphasize this fact, especially to young people.

## *The Spirit of Complacency*

It may be that those who have never touched a glass of alcoholic beverage of any kind are yet contributing to the spread of this evil by the spirit of complacency.

When people say, "Well, what can I do about it? After all, it isn't my concern," they are exhibiting a great evil in itself—the evil of the spirit of complacency. It is a terrible thing to stand by indifferently and see people going down to destruction. Surely no Christian can stand aloof in this great fight against the evils of intemperance and be clear before God or before his fellow men. This is especially true of spiritual leaders.

## *The School of Moderation*

Where do alcoholics get their training? Why, they get it in the school of moderate drinking. American youth should be shown that not moderation but total abstinence is the only safeguard. There never was a man so steeped in drunkenness but what that man started his drinking career by indulging in what he was pleased to call, "Moderation—moderate drinking." This moderation idea is actually part of the sales talk of the liquor industry.

The subtle influence of liquor advertising is invading

the homes of our nation. Your radio may be on, and presently you will hear some heavenly music. Why, it sounds as though you were listening to some cathedral organ, and you almost expect to hear someone offering prayer or singing the Doxology, when a voice breaks out: "Drink so and so's beer, it's good to the last bubble of carbonation."

Then, again, in some of the nation's leading magazines we see those pictures of home life, picnics, and social gatherings in the home, and there is that pernicious seductive slogan, "Beer belongs." You know, a lot of young people today really get the idea that perhaps, after all, drinking is the proper thing to do. The great drive now is to get the women in the homes to drink by making them believe that "beer belongs."

Some popular magazines carry expensive advertisements showing men of distinction drinking a certain brand of whisky. The trouble with the liquor advertisements is that they do not carry the story through to the ultimate. They show only the beginning and not the ending.

Survival is at stake, and everyone must be called into action to remove this great evil. The intelligent co-operation of all the churches by pen, voice, and vote could accomplish it.

#### *Man Overboard*

I have often told the story of an experience that came to me one day as I was out at sea. I was on board ship, sitting on the deck. The members of the crew had been working right around me. These men had barely passed along the deck when a man opened the door and came out through the passageway, crossed the deck, climbed upon the rail, and, before I realized what he was doing, jumped overboard. Had I known, I could have stopped him. I sprang up and looked over the rail, and there I looked into the face, my friends, of the most terrible thing I could ever look upon, and that is a human soul from whom all hope has fled. I couldn't reach him. I was too late.

I ran forward and offered that cry that is always a dreadful cry on board ship, "Man overboard." The captain on the bridge heard me. He ran into the pilothouse and signaled the engine room. Engines reversed at full speed, and instantly that great ship began to tremble from stem to stern. I heard a shrill whistle; it was the

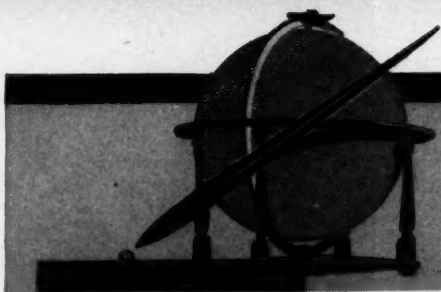
boatswain and his crew hurrying to their quarters. I heard ringing. The men seized the boat. They lowered away from the side of the ship. The seamen laid to their oars, and how they rowed! By that time the man was two miles astern. Occasionally we could see his head as the swells would lift him up. How those men rowed! The captain altered the ship's course. We swung around and followed the boat. We wondered whether they would get there in time.

Meanwhile all through that ship the cry had spread, "Man overboard." No one but me, I suppose, knew which man it was. From all parts of the ship passengers came rushing out on the deck. Everyone was anxious. We watched as the boat came alongside the poor, wretched man. Strong arms reached out and caught him and pulled him into the boat. He was too far gone to help himself.

After they got him on board, we learned his story. He was one of the firemen and he had been drinking. Like so many men before they go to sea, he had had one great final spree. He had consumed alcoholic beverages until he was in a terrible condition and for several days had not been able to work at all. This was the first day he had been on duty. He had gone down into the heat of the boiler room, and the heat had made him sick and he could not work. The officer in charge during that watch swore at him and in a moment of desperation the fireman rushed up the ladder and crossed the deck and jumped overboard. In more than one way alcohol drives men overboard.

The principal point of the story is that every man in that crew from the captain and the engineer down to the seamen in the lifeboat worked together to save that poor fellow.

The social emergency of this drinking situation demands united action such as that. We must do our utmost to rescue those who are perishing as a result of this growing evil. We need to enlist the intelligent people of America in this fight against intemperance and the use of alcoholic beverages. We especially need to enlist the co-operation of the young people in all the churches. We need to encourage them to take the pledge of total abstinence which in the hour of temptation would be their protection. We need to cast aside all spirit of complacency and awake to our moral responsibility to God and our fellow men.



## EDITORIAL NOTES

### JET PILOTS AND BEER

In the Sunday magazine section of the *New York Times* there appeared a half-page photograph of six jet plane pilots sitting around a table with ten beer bottles before them. A portion of the caption under the picture read: "Jet pilots gather for 'beer call' at —." The title of the accompanying article was: "Pilots of the Jet Planes—the 'Superboys.'"

Naturally, America has a considerable interest in these pilots of the jets. Much in the future of aviation depends on them. No one will deny that it takes superaviators to operate efficiently machines of such speed and precision.

What possible association, however, could there be between "beer calls" and "superboys"? There is nothing more surely calculated to take the super element out of any pilot than is alcoholic drink.

Let us save our "superboys" from the deception of "moderation" and from the dangerous use of stupefying spirits.

J. A. B.

### MAJOR TRAFFIC PROBLEM

Our major traffic problem is the drinking driver—not the drunken driver. It is the chap with only a drink or two—the so-called social or moderate drinker, who thinks he is perfectly normal and well qualified to drive—who is the cause of most highway deaths. When this man finally faces the judge he tries to convince the judge that he was not under the influence of liquor, by saying, "Judge, I had only a couple of drinks," or, "I had only a couple of beers," insinuating that there was not enough alcohol in these drinks to impair his judgment.

No normal person, after having had a couple of beers or a shot of whisky, can be considered safe on our highways. Within approximately thirty minutes after the person has taken those drinks, the alcohol has penetrated his blood stream; and the blood stream carries the alcohol, strange as it may seem, to that portion of the brain which is the center of our reasoning power. The ability to judge correctly

is impaired; and if the individual so affected should be called upon suddenly to make an important decision, nine times out of ten he will be "off the beam."

No driver sets out deliberately to become involved in a traffic accident. But an ounce of prevention is worth a pound of cure. The only safeguard against such smashups is to leave all alcohol absolutely alone.

It is the condition of the driver and not the condition of the highway that is the cause of most accidents.

Total abstinence, not moderation, will reduce deaths and disaster on our highways.

W. A. S.

### TEEN-AGERS VETO DRINKING

Purdue Opinion Panel's nation-wide poll of 10,000 high-school students to ascertain the attitude of young Americans toward drinking revealed that only about one student in ten looked with favor upon the custom.

What are the opinions of teen-agers who have been exposed to the subtle suggestions of liquor advertising and have witnessed the uncomplimentary condition of drinking adults?

In reply to the question, "How do you personally feel about drinking intoxicants such as beer, wine, or liquor?" teen-agers answered as follows:

11 per cent	I approve.
59 per cent	I disapprove.
30 per cent	I am neutral.

Interesting observations from the poll revealed that 62 per cent of the teen-age girls and 55 per cent of the teen-age boys were opposed to drinking. The survey reveals that the percentage of disapproval lessened as the student advanced in school.

The percentages by grades were as follows:

Grade	Approve	Disapprove	Neutral
9th	9 per cent	65 per cent	26 per cent
10th	10 per cent	64 per cent	26 per cent
11th	12 per cent	57 per cent	31 per cent
12th	13 per cent	58 per cent	29 per cent

Sixty-two per cent of the teen-agers who came from low-income homes disapproved of drinking while 52 per cent from those of high-income en-

vironments disapproved. When grouped according to religious affiliations the Protestant group had the highest percentage of disapproval.

#### Disapprove of Drinking

Protestant	65 per cent
Catholic	45 per cent
Jewish	34 per cent
Others	67 per cent

J. A. B.

### PROTECT THE INDIANS

Our American Indians have been regarded as wards of the Government and therefore in need of financial support and education under Federal supervision. Since they are considered wards of the Government, it ought to protect them from being exploited by the liquor interests. Dr. C. G. Salisbury, superintendent for 22 years of the Presbyterian Mission and Hospital to the Navaho Indians, states in his report:

"The fact that the Gallup jail is filled to capacity with Navaho drunks on frequent occasions is also proof that perhaps they have too much money instead of too little.

"Tens of thousands of dollars have been spent on the reservation during these fall months at squaw dances and sings. Bad liquor, at unheard-of prices, floods the Navaho Reservation and is bootlegged to the Indians in the nearby towns. Bootleggers flourish with the barest token of interference."

The Government cannot render a greater disservice to the Navaho Indians than to allow liquor interests to capitalize upon their weaknesses.

C. S. L.

### TEMPERANCE RESTAURANTS

The Zurich Women's Society for temperance restaurants has found the replacing of old-style public houses with new restaurants a most effective means in combating alcoholism.

Miss Marie Hirzel, in a report read before the International Congress on

Alcoholism, stated that the society now owns seventeen restaurants, three hotels, and three temperance bars, one in the university, another in the polytechnic, and the third in the trades school. In 1947 these restaurants had more than five million customers. No serving of any alcoholic beverage is permitted, and the entire profits are utilized for further development of the project. Temperance entertainment centers have been added to some of the restaurants to provide places for happy social life and popular education free from the cocktail-sipping atmospheres that are such prolific breeding grounds for social degeneration and criminal tendencies.

Restaurants receive no subsidy, are self-maintaining, and pay taxes. No member of the society draws dividends. Meals are served with or without meat, and apple and grape juice consumption is especially encouraged.

Miss Hirzel stated: "Nobody could imagine Zurich without the temperance restaurants." In further explaining the

objectives of the temperance restaurants, she said: "Nonalcoholic cider and grape juice are the object of our main interest. The use of agricultural produce such as vegetables, fruits, and potatoes plays a great part in our restaurants."

The public-house reform has taken root in various cities in Switzerland, and as a result the Swiss Foundation of Communal Welfare Centers was founded, uniting about one hundred of these centers throughout the country.

Switzerland's example might well be followed by many other countries. It would seem that public temperance and health restaurants and fruit juice bars built on or near the campuses of our colleges would prove a real blessing in saving the youth of America from the poisonous narcotic alcohol. If the youth could gather in such places instead of the taverns and cocktail lounges of the nation, it is certain that many of them would be saved from the physical, mental, and moral deterioration concomitant with the unwise social use of alcohol.

J. A. B.

## LIQUOR PROPAGANDA

An editorial in the *West Coast Brewer* encourages stiff penalties against the incompetent driver, the reckless driver, and the drunken driver, but it says never a word against the "moderate" drinker who drives.

This propaganda of the brewers to blame the alcoholics and the drunks for all the trouble completely misses the mark. Their pseudo temperance movement advocating moderation is apparently a subtle suggestion that all human beings can handle liquor in moderation without risking its evil effects.

Realizing that the overindulger is a sickly looking advertisement for their business, they put on the guise of temperance reformers, advancing the sale of their wares with the moderation slogan.

Moderation is the school for the education of alcoholics. When dealing with a poisonous depressant narcotic, "moderation" is a dangerous doctrine.

J. A. B.

## LOOK UNDER "D"



BY JUNE BARR

In the current issue of a national magazine a liquor advertisement pictures an open dictionary, with four lovely flowers lying across the pages. The words listed in this imaginary dictionary are delectable, delicate, delightful, demand, different, discerning, discovery, discriminating, distinguished—all intended to refer to the liquor advertised. The caption of the advertisement invites the reader: "Look Under 'D.'"

Now, it isn't likely the advertisers mean anyone to follow that suggestion any further than the magazine page. But we became curious. We wondered, if this were a real dictionary, what might be listed under those flowers lying on the pages, what they might be covering up. So we followed the printed advice—we looked under "D."

FOURTH QUARTER

We looked under "D" in our small Webster's dictionary, beginning with the word delectable as the pictured dictionary does. On the same pages and in the same columns with delectable, delicate, delightful, demand, we found the words decrepit, defeat, defraud, degrade, delinquency, delirium, delirium tremens, delirious, delusion, dementia, demolish, demoralize, depression, derangement, and others of the kind.

On the pages and in the columns with different, discerning, discovery, we found such words as dipsomaniac, disadvantage, disaster, discourage, dire, dirge, discomfort, disconsolate, discontent, discord.

On the pages with discriminating, distinction, distinguished, we found listed, for example, disease, disgust, dishearten, dishonest, dishonor, dismay, dismal, dispirited, dissatisfy, dissipate, dissolute, distort, distraction, distress, disturb, and divorce.

The advertisement concludes with the advice that if you haven't tried this brand of liquor recently, "D" stands for "Do!" Not far from the word "Do" in our dictionary, "D" also stands for "Don't!"

We thank the advertisers for that good advice—"Look Under 'D.'"—because we hope many people will follow it.

—Reprinted by courtesy of  
"Christian Science Monitor,"  
Oct. 28, 1948.

## THE "D" EVIL OF IT



LOUIS A. HANSEN

Designed for evil, sin defending,  
Devoid of good, low depths descending,  
Departing right, for wrong deciding,  
Despising justice, law deriding;  
Denouncing truth, her rights denying,  
Deranging order, courts defying;  
Deorganizing,  
Demoralizing,  
Despiteful curse of hell's devising.

Defiling man, God's mold defacing,  
Debauching him and e'er debasing,  
Deceiving mind, high aims defeating,  
Deforming body, strength depleting;  
Defouling all in desecration,  
Depraving all in degradation;  
Debilitating,  
Degenerating,  
Decaying scourge and desolating.

Despising worth, the pure deluding,  
Despoiling virtue and denuding,  
Defaming woman and decoying,  
Deserting wives and homes destroying;  
Despairing life with devastation,  
Demanding toll—full deprivation;  
Devitalizing,  
Dehumanizing,  
Destructive rum is demonizing.

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## ADVERSITY

God brings men into deep waters, not to drown them, but to cleanse them.—Aughey.

## BRAVERY

True bravery is shown by performing without witness what one might be capable of doing before all the world.—La Rochefoucauld.

## CHARACTER

Talent is nurtured in solitude; character is formed in the stormy billows of the world.—Goethe, *Torquato Tasso*.

## FORGIVENESS

His heart was as great as the world, but there was no room in it to hold the memory of a wrong.—Emerson.

## GRATITUDE

He who receives a good turn should never forget it; he who does one should never remember it.—Charron.

## INFLUENCE

The humblest individual exerts some influence, either for good or evil, upon others.—Henry Ward Beecher.

## JUDGMENT

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.—Longfellow.

## MUSIC

Music hath charms to soothe the savage beast.—James Bramston, *Man of Taste*.

## NOBILITY

Noble blood is an accident of fortune; noble actions characterize the great.—Goldoni, *Pamela*.

# Words of WISDOM



# The Drinker's Life in These United States

## SEVEN-WEEK COMA

Nine-year-old Jackie Hutchinson, his body twisted and broken, has been in a coma for seven weeks, the victim of an intoxicated truck driver.

Seven weeks ago Jackie and three other children had stepped from a school bus near their home when a large truck driven by an intoxicated driver ran into them. All escaped but Jackie.

An emergency operation was performed on his brain to remove a blood clot. In addition to the brain injury, several ribs and his left arm were fractured, his left shoulder and left wrist were broken, his right hand was crushed, and his right leg had a compound fracture.

## "I CAN'T HELP CRYING."

A young girl who was faithful in attending Sunday school was the daughter of a notorious drunkard. One day she came home from Sunday school crying bitterly. It happened that her father was in better humor than usual, and he asked: "What is the matter?"

"I don't like to tell you, father," she said.

"Oh, yes," he said; "I want to know."

Then the girl replied: "The other girls run after me and call me 'a drunkard's daughter,' and I can't help crying."

To the credit of that father he stopped his drinking.

## ONE CHILD MISSING

After weaving uncertainly for some distance in and out of traffic along a busy western Colorado highway, a drinking driver plunged his car into the Colorado River. As his car was

sinking beneath the surface, the driver managed to get out of the vehicle and swim to the bank.

Witnesses thought that at least there were no lives lost. But, alas! In the excitement the driver's drink-muddled mind failed to remind him of one important fact—his three-year-old son had been riding in that car with him.

## TEEN-AGE STABBING

A wild Saturday-night drinking and petting party ended with a seventeen-year-old youth's stabbing his sixteen-year-old girl friend and another girl with a pocketknife.

The party was held by three teen-age couples at an abandoned auto trailer camp. According to reports by the police, the high-school students had been drinking for several hours.

## "WILL YOU TAKE FULL RESPONSIBILITY?"

In spite of the remonstrations of his friend, an intemperate young man in Virginia declined to give up his liquor. Instead, he constantly tried to get his friend to take the social glass, but in vain. Eventually, however, the latter agreed to yield to him, and they walked into a bar together. To the barkeeper's question: "What will you have?" the drinker replied: "Wine, sir."

The glasses were filled and the friends stood, ready to pledge each other their renewed and eternal friendship. And then the hitherto abstaining young man paused and said to his drinking companion: "Now, if I drink this glass and become a drunkard, will you take full responsibility?"

The question startled the drunkard into sober thought. "Set down that glass!" he shouted, and then both of them turned and walked out.

## THE FELLOW THAT'S DOING HIS BEST

You may talk of your battle-scarred heroes,  
Of martyrs and all of the rest;  
But there's another I think just as worthy—  
The fellow that's doing his best.

He doesn't wear gold braid and tinsel,  
Nor ride on the wave's highest crest;  
But he's always where duty demands him—  
This fellow that's doing his best.

No trumpet blare tells of his coming,  
For fame he is never in quest;  
But he's surely a hero of heroes—  
This fellow who's doing his best.

## LITTLE POEMS WITH BIG MEANINGS

by Anonymous Author

### BECAUSE I HAD A FRIEND

Life never would have been so rich  
To me, so well worth while,  
But for that cheering word you spoke,  
But for that cheery smile;  
The burden had so heavy grown,  
My heart was filled with care;  
I never would have reached the goal  
Had you, friend, not been there.

Because, because I had a friend,  
One who was real and true;  
Because your friendship did not fail  
Just when I needed you,  
I had the strength to clamber on,  
I had the will to do;  
Because I knew I had a friend,  
I've had no cause to rue.

Oh, there are records of the past  
That tell of trust sublime,  
Of friendships that survived the test  
Of doubt, disaster, time;  
But I know one that's up to date,  
That has not had an end,  
When a man defeated, fought and won  
Because he had a friend.

FOURTH QUARTER

## VICTORY

*(Found on the body of an Australian soldier.)*

Ye that have faith to look with fearless eyes  
Beyond the tragedy of a world at strife,  
And know that out of death and night shall rise  
The dawn of ampler life:  
Rejoice, whatever anguish rend the heart,  
That God has given you the priceless dower  
To live in these great times and have your part  
In freedom's crowning hour,  
That ye may tell your sons who see the light  
High in the heavens, their heritage to take:  
"I saw the powers of darkness take their flight;  
I saw the morning break."

### I SHALL NOT PASS THIS WAY AGAIN

Through this toilsome world, alas!  
Once and only once I pass;  
If a kindness I may show,  
If a good deed I may do  
To a suffering fellow man,  
Let me do it while I can.  
No delay, for it is plain  
I shall not pass this way again.

### GOD, MAKE ME BRAVE

God, make me brave for life. Oh, braver than this.  
Let me straighten after pain, as a tree straightens  
after the rain,  
Shining and lovely again.  
God, make me brave for life; much braver than this.  
As the blown grass lifts, let me rise  
From sorrow with quiet eyes,  
Knowing Thy way is wise.  
God, make me brave; life brings  
Such blinding things.  
Help me to keep my sight;  
Help me to see aright  
That out of dark comes light.

### GET IT DONE

It isn't the job we intended to do,  
Or the labor we've just begun,  
That puts us right on the balance sheet,  
It's the work we really have done.

Our credit is built upon things we do,  
Our debit on things we shirk;  
The man who totals the biggest plus  
Is the man who completes his work.

Good intentions do not pay bills;  
It is easy enough to plan.  
To wish is the play of an office boy;  
To do is the job of a man.

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# BEER STATISTICS

## Production in Million Barrels

1863	1.8
1870	6.6
1880	13.3
1890	27.6
1900	39.5
1910	59.6
1920	First Year of National Prohibition
1934	37.7 First Year of Repeal
1940	54.9
1947	87.9
1948	91.3

## Sales in Million Barrels

1863	1.8
1870	6.6
1880	13.3
1890	27.6
1900	39.3
1910	59.5
1920	First Year of National Prohibition
1934	32.3 First Year of Repeal
1940	53.0
1947	82.6
1948	87.0

## Per Capita Consumption in Gallons

1863	1.7
1870	5.3
1880	8.2
1890	13.6
1900	16.0
1910	20.0
1920	First Year of National Prohibition
1934	7.9 First Year of Repeal
1940	11.8
1947	18.5
1948	17.8

## Per Capita Consumption of Beer by States (In Gallons)

State	1948
Alabama	4.4
Arkansas	4.5
Mississippi	4.9
S. Carolina	5.2
Georgia	5.4
N. Carolina	5.6
Oklahoma	9.0
Tennessee	9.2
Virginia	10.5
New Mexico	11.4
Kansas	11.7
Kentucky	12.6
Utah	12.6
South Dakota	12.8
W. Virginia	13.3
Louisiana	14.3
Texas	14.4
Florida	14.6
Maine	14.6
Idaho	15.3
Washington	15.3
Wyoming	15.4
Iowa	15.5
Vermont	15.6
North Dakota	15.7
Oregon	15.7
California	15.9
Arizona	16.0
Indiana	17.0
Nebraska	17.2
Colorado	17.8
Missouri	18.4
Delaware	19.3
Massachusetts	19.3
New Hampshire	19.3
Minnesota	19.7
D. C.	20.2
Connecticut	20.5
Montana	20.9
Illinois	22.6
Ohio	22.7
Nevada	23.4
Maryland	23.9
New Jersey	24.2
New York	24.3
Pennsylvania	24.6
Michigan	25.3
Rhode Island	25.9
Wisconsin	29.0

## In Lighter Vein

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Two friends walking through the streets of Hong Kong came upon four Chinese emptying a large tub of rum. The following conversation ensued:  
American: "Do you like rum, John?"  
Chinese: "No, sir!"  
American: "Why not?"  
Chinese: "Rum no good, sir; make Chinese No. 1 fool."

Physician to his intemperate neighbor: "Why do you not take a mod-

erate quantity of wine every day—set a definite limit, and say that you will go so far and no further?"

Pimple Face: "I do, but I get drunk before I reach it."

Friend: "My good fellow, you are one of the men we have been reading so much about."

Social Tippler: "Well, well, where do you read about me?"

Friend: "In the police report."

LISTEN, 1949



# WHAT OTHERS ARE SAYING



## NO DRINKING

Angelo Patri

**BOYS AND GIRLS:** You should not, must not, drink alcoholic beverages. It is not your elders who are the kill-joys in this matter. It is the drink that kills your joy; and because your elders wish you well—because some of them love you—they tell you to avoid strong liquor.

In the first place, you do not need liquor. Youth is intoxicating enough in itself. You already are lightheaded in its wealth of fun, of hope, and of promise. Your feet are light enough, and your heart high enough, to take you into the pleasant places where you long to be. Youth is the poetic period of life. Never again will things be so rosy, never again will your whole being brim over with happy emotion, never again will your strength be "as the strength of ten." What use, then, would you have for strong drink?

Drink works terrible havoc. The very first thing it does to you, if you indulge in it, is to rob you of the control of your mind. It turns you into a driveling, dribbling idiot. It removes every trace of intelligence from your face and leaves it an ugly mask. It thickens your tongue and drives it to words that shame you. It robs you of the power over your body and lands you in the gutter, a sight to shock and shame the passer-by. Why bring such evil upon yourself?

You do this for company's sake, you say I do not know what you mean by that, and I doubt that you do. Why should you become a helpless idiot for company? What is funny in the antics of a drunken person? It is the saddest sight known to mankind. Many a mother has said: "I'd rather lay him in the churchyard than see him there in the gutter." Doing that for company's sake? There is no company in either place for anybody.

Then there is always the notion that you can take it or leave it. For a time this may be true; but once the habit is set in your body there is the danger—and it is a terrible danger—that you may become a compulsive drinker, an addict, an alcoholic, a diseased and extremely unhappy soul.

Those who drank so gaily with you once, those who were always your friends among the merry-makers, know you no more. They pass you by on the other side, leaving you to your fate. Then only the patient, loyal friends who tried to save you, stand by and

do their best to get aid for you. The way back to health and position in family and community is a long, hard one, full of grief. Why ever make so much as a gesture toward such misery?

Young people: Have no use for drink. In that way lies danger, a threat to all you live for. Don't let it enter your life, and it cannot hurt you.

—Reprinted by permission of Washington "Star" and the author.



## MEN OF DISTINCTION\*

Editor, *The Christian Century*  
SIR:

I can't make it go. For some time now I have been trying, after closing the door to my room and pulling down the shades, to look like the "Men of Distinction" whose Napoleonic features and majestic forms are paraded in full color every week in the advertising sections of the smooth-paper magazines. I sit in my chair with my shoulders squared and a tall glass of milk in front of me, but I don't look very distinguished. My suit is never pressed right and the "high-powered executive" look is missing.

Yet my pondering while I posed has brought forth a thought which I pass on free to the distillers. They haven't done more than scratch the surface of this "Men of Distinction" idea. There are a lot more men that by rights should be included in the gallery. There is the man in Baltimore, for instance,—he figured largely in the papers a few weeks ago,—who has achieved the distinction of having been sent to the county jail eighteen times in five years on account of conduct he probably wouldn't have indulged in had he been sober. Eighteen times in five years may not hang up a world's record, but it is a distinguished score, nevertheless. Then there is the man in Michigan who has achieved the distinction of having been divorced four times in eight years because of confirmed drunkenness (his own). These two certainly rate a place in the Highball Hall of Fame.

Of less spectacular distinction, but still worthy of notice, are certain minor contestants I can name—the man who has

lost five jobs in eleven months owing to the flowing bowl or a smaller vessel, and my neighbor who has had his driving license revoked twice in fourteen months for driving while "under the influence." I am sure the distillers and their public relations counsels will immediately perceive the vast possibilities in adding these notables to their gallery. Their pictures, in appropriate costumes, would round out the record and make it less one-sided.

Other possibilities crowd the imagination. How about pictures to illustrate the persuasive slogans of the breweries? "Gulp's Beer makes neighbors neighborly." I saw a couple of neighborly neighbors the other day, swatting each other under the stimulation of Gulp's. Or consider the possibilities of "Whimsey—the Unhurried Whisky." I saw a client recently who looked as though he would be not at all hurried for the next forty-eight hours.

Let's have, too, some additions to the list of "Who's Who's" who have switched to Muddle's Reserve." There is a lot more switching to be recorded. There is the man who switched his address to Cook County Hospital, Alcoholic Ward.

Yours for keeping distinctions clear,  
SIMEON STYLITES.

\* Reprinted by courtesy of *The Christian Century*.

As with many other words, "Temperance" is used loosely. In the minds of those who like an excuse for "a drink," it is convenient to give this term the significance of moderation; and thus they pose as not being extremists. Yet these people do not advocate moderation in the use of other drugs (for one must remember that alcohol is a drug and indeed a drug of addiction) such as morphia and cocaine.

Temperance is not moderation in all things. It is "moderation in things beneficial and abstinence from things harmful." Xenophon (434-355 B.C.) said: "Temperance means . . . abstinence from things dangerous, as the use of intoxicating wines."—*Workers Onward*, Manchester, England.

"Training means keeping yourself absolutely fit by regulating your life. Cut out drinking alcohol and smoking. A brisk half-hour's walk before breakfast and just before going to bed is to be recommended. But, above all, cut out drinking and smoking."—Trainer Evan Hunter, secretary of the British Olympic Association, *Vanguard*, January, 1949.

# WHEN YOU HAVE A BABY



LANBERT

you want him to be strong and healthy.

As a mother or father you are anxious for your baby to have the best care possible.

Help — practical, dependable help — is offered you in this book.

The author is a mother who is also a successful practicing physician. Her instruction is complete, practical, and reliable.

## *All About the Baby* by BELLE WOOD-COMSTOCK, M. D.

**COMPLETE.** Yes, with every detail considered! Formulas and how to prepare them are given for each stage in the baby's growth. The baby's clothes, the kinds and quantities needed. The care of the baby when he has such ailments as colds, colic, fever, diarrhea, convulsions, constipation, and rash. A complete program is given which will really help you to learn "All About the Baby."

**PRACTICAL.** Even such bad habits as thumb sucking, temper, pouting, fingers in the mouth, are considered, and a positive program is given to help break the habit.

**RELIABLE.** Thousands of young mothers are discovering the priceless worth of this volume. "All About the Baby" is the most complete and understandable book obtainable on this subject.

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